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BROADCASTING

The Weekly of Radio

Broadcast

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TECHNOLOGY DEPT:

Lady with a Way...

DON'T BE DECEIVED by the fact that she occasionally flutters; that lavender and *new* lace hold a top priority with some of the many striking things she does. It's intentional, we assure you, with WOR's Bessie Beatty.

If, in girlhood, Bessie Beatty had deliberately planned to be one of the great women of radio, it would have been hard for her to build a more valuable and decidedly applicable background than she did.

She began as a newspaper reporter in California. She was a correspondent with the women's Battalion of Death on the Russian Front in World War 1, and, while there, scored long-remembered beats in her interviews with Lenin, Trotsky and other revolutionary leaders. There followed years of editing for top women's magazines, press agentry, book writing and lecturing.

It's little wonder then that every weekday morning on WOR Bessie Beatty offers 245,180 housewives a glimpse into a world they can only dream about, a life that is full and rich, with something different wrapped in every minute's comment. Interpreted in the cold terms of cash, Bessie Beatty and WOR bring their sponsors each thousand homes in which these listeners live for the comfortingly low cost of only forty cents.

The Bessie Beatty program is a WOR-created show, and another typical example of the skill with which this station's gifted programmers can fuse a personality and a formula to produce carefully calculated results.

If you're an agencyman or a sponsor with a show problem on your mind, why not take advantage of WOR's invaluable experience? Our number is PE 6-8600, or write . . .

—that power-full station **WOR**

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

IN ALL — OR ANY PART — OF ITS FOUR-STATE AREA — *CITY-TOWN-COUNTRY* — WLS GETS RESULTS!

This Boy SMILES!

IT seems a simple thing, swallowing peanuts too hastily. The first diagnosis? Year-and-a-half-old Gerald Zolper of Mendota, Illinois, has a *cold*. But this cold does not respond to treatment. A specialist is called in. He finds the truth: PEANUTS lodged in TRACHEA and BRONCHIALS. The peanuts removed, irritation brings on swelling; it becomes necessary to open the throat and insert a silver tube; finally, there is even an abscessed lung, all resulting from peanuts.

But now, two years later, little Gerald Zolper smiles again. During his twelve most dangerous days in the hospital at Mendota, an INHALATOR helped keep the life-stream flowing for Gerald; made it possible, his mother tells us, for Gerald to respond to the fine treatment and care he had. And so, Gerald's smile becomes our reward for this particular inhalator, one of many given by the WLS Christmas Neighbors Club, which is supported wholly by voluntary contributions from our listeners. As you look at the picture of a boy who *lives* and *smiles* you will understand our pride in the WLS Christmas Neighbors Club, our appreciation of the listeners who make it possible.

Since 1935, Midwest Americans have been contributing dollars and dimes (and larger sums, too) each year to the WLS Christmas Neighbors Club. This money buys orthopedic walkers, medical inhalators, wheel chairs, and other needed items for children's hospitals and the childrens wards in general hospitals. This Christmas our listeners gave voluntarily and gladly, $26,563.56 (as of January 4, 1945). We are glad our facilities are available for this and kindred projects in which our listeners work with us in the common interest of our part of America.

WLS GETS RESULTS

WLS

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

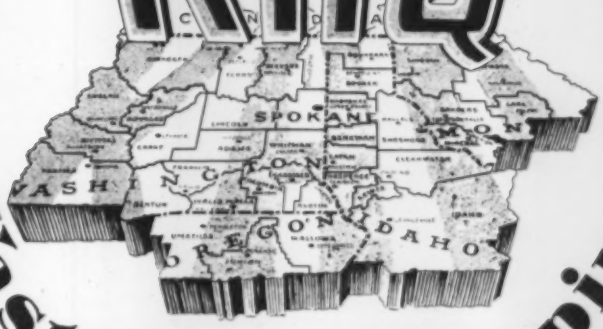
CHICAGO 7

REPRESENTED BY
JOHN BLAIR & COMPANY

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGL

Completely Covers the KHQ Vast Inland Empire



Wealth Piles Up in the Inland Empire. A Fortune in Zinc is loaded for shipment. One-eighth of the nation's zinc comes from this area. In addition, it is the world's largest lead and silver mining area, producing one-fourth of the silver, one-third of the lead.

Sales Pile Up, too, here in the Inland Empire. Department store sales for the first 10 months of 1944 were 2% above the previous year. KHQ not only covers the 37 counties in this Trading Area, but is the only single medium giving this *complete* coverage.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

KXLY 5000 WATTS 920

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

NBC

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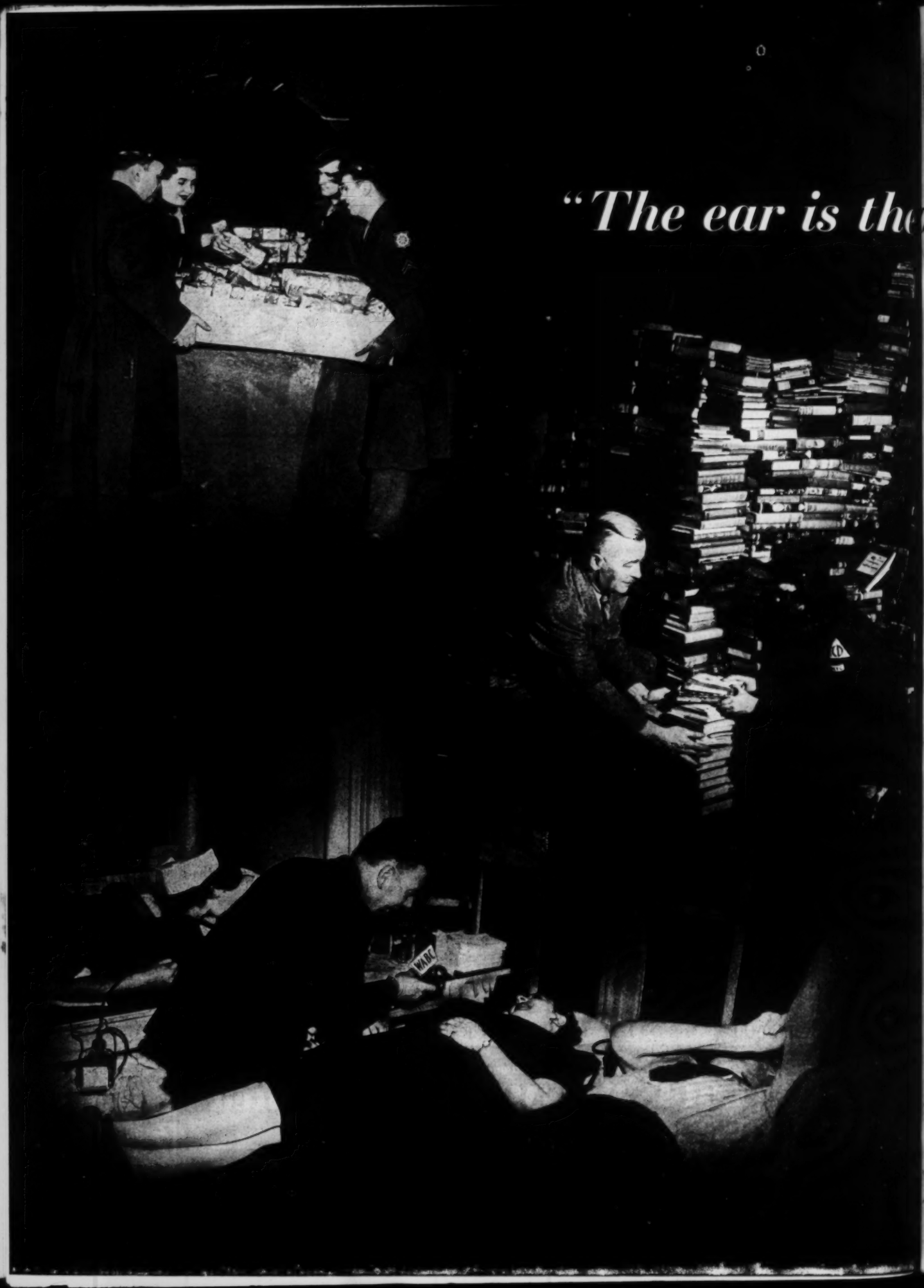

"The ear is the
WADC

...avenue to the heart..."

VOLTAIRE

Voltaire would have liked December on WABC:

For during that month, Arthur Godfrey, Phil Cook and Margaret Arlen conducted three separate campaigns on the air, on behalf of the men and women in our armed forces.

Godfrey *(from 6:30 to 7:45 A.M.)* asked for blood...Cook *(a half-hour later)* asked for books...Arlen *(only fifteen minutes after that)* asked for Christmas gifts.

Results:

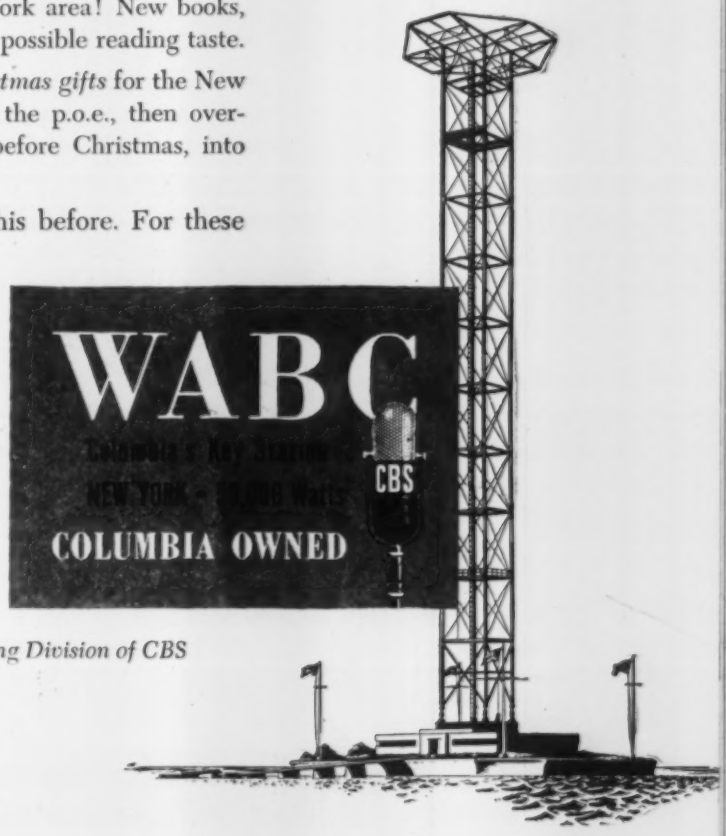
GODFREY got *2,083 pints of blood* in a single day—GAPSALS DAY at the New York Blood Bank—establishing a *new record* which Col. Earle Boothe, Director of the Blood Donor Service, is "sure will stand for some time to come." (GAPSALS are members of WABC's "Give a Pint—Save a Life Society", of which Godfrey is founder and honorary president.)

PHIL COOK'S listeners sent him *more than 20,000 books* for veterans' hospitals and rest centers in the New York area! New books, once-read books, books to nourish every possible reading taste.

MARGARET ARLEN received *over 30,000 Christmas gifts* for the New York Port of Embarkation! They filled the p.o.e., then overflowed onto ships scheduled to leave before Christmas, into adjacent army hospitals and camps.

There never was a Christmas quite like this before. For these were *anonymous* gifts; each of them, blood, book, or package, labeled only: "For *any* G. I. Joe."

You can't help marveling at the generosity of people. You can't underestimate the bond between great radio personalities and their listeners.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Results in Omaha!

SALES SALES SALES SALES

December 18, 1944

Mr. Gordon Gray, Manager
Radio Station KOIL,
Omaha 2, Nebraska

Dear Mr. Gray:

We are writing you this letter to tell you how much we are pleased with our present morning radio news program.

This program has brought us more tangible results than any one thing we have done in the advertising line in a long time. Placing our individual sales people on the air has brought a direct contact between the consumer and the distributor, insomuch as the customers, when they come in the store, ask the person waiting on them if he happened to be on the radio that morning.

I believe this is the first time this has been tried in Omaha, and it certainly brings the store into the mind of the average person more quickly than a regular commercial.

I want to wish a Merry Christmas to you and your staff from all of us here at the Berg Clothing Company.

Very truly yours,
BERG CLOTHING COMPANY
Dean K. Bowen
Advertising Manager

DB/LB

SALES SALES SALES SALES

"...MORE TANGIBLE RESULTS..." a common and pleasant experience for KOIL advertisers. No will-o'-the-wisp big claims . . . no fancy promises . . . but *tangible results!* Just *one* of the reasons why, in *Omaha*, IT PAYS TO ADVERTISE ON KOIL!

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY,
General Manager

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
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ROBERT K. RICHARDS, *Editorial Director*

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NEW YORK: Bruce Robertson, *New York Editor;* Helen House, Thor Krogh.

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WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

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CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
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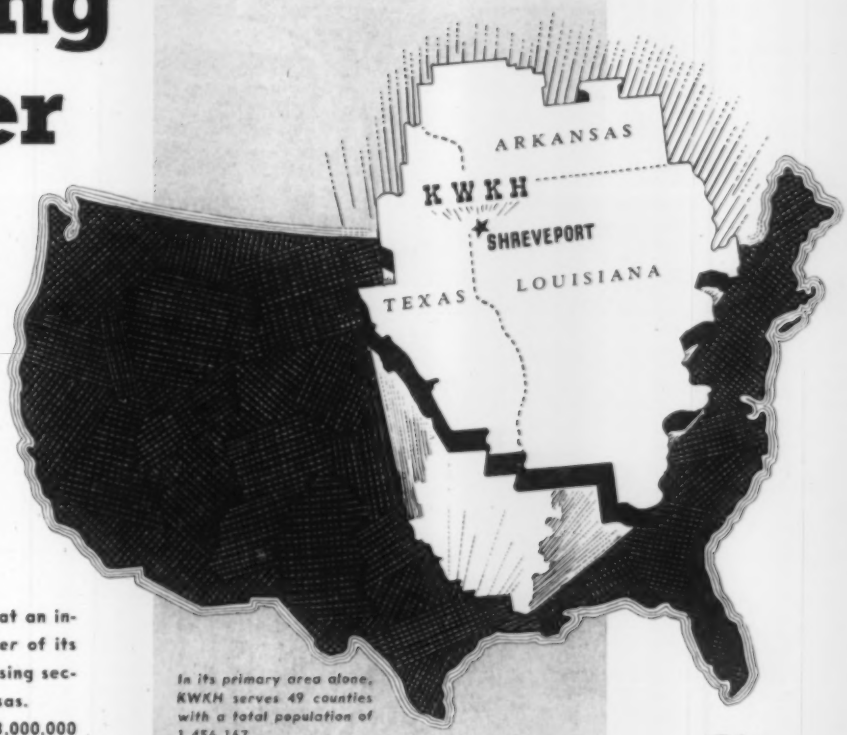
GREATER COVERAGE IN A MARKET WHERE

effective buying power

SHOWS A 102% GAIN*



In its primary area alone, KWKH serves 49 counties with a total population of 1,456,167.

Few markets can boast of so great an increase in the *effective buying power* of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of $573,000,000 over 1940 is from *basic industries* . . . industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this *intensely* active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is *prosperous*, but there can be no doubt as to its *stability* in the postwar period. To get your full share of present and future sales opportunities you need *only* KWKH for it offers *greater* coverage than any other single medium.

**Based on latest figures as compared with 1940 census.*

The Shreveport Times Station

JOHN D. EWING
President

FRED OHL
Manager

KWKH

CBS ★ 50,000 WATTS

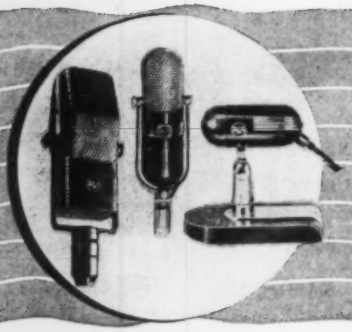
SHREVEPORT, LOUISIANA

Represented by The Branham Co.

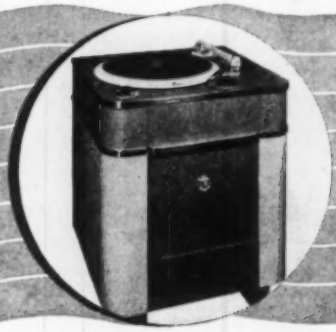
In Equipment for A

For years, RCA broadcast transmitters and RCA studio equipment have been known as the finest. This reputation for quality, plus the outstanding engineering and design features of these equipments, have made them the undisputed first choice of broadcast stations for the past decade.

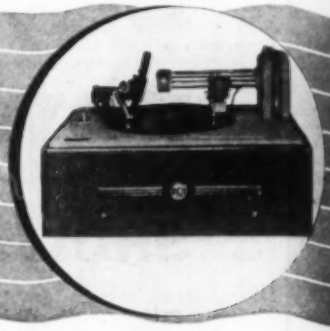
During this ten-year period, most of the major advances in transmitter design have appeared first in RCA transmitters—including high-level Class B modulation, air-cooled, high-power tubes, front-of-panel access and many others. Postwar, RCA transmitters



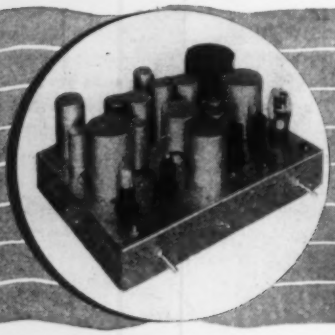
1. *MICROPHONES* — RCA microphones of these three types—the 44-B for high-quality, studio pickups, the 77-C for special, directional pickups and the 88-A for field use—are the symbols of the industry.



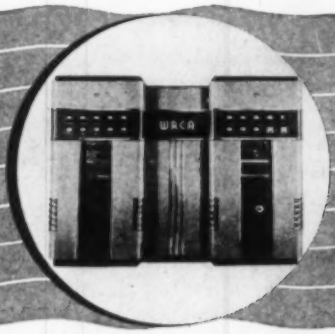
2. *TRANSCRIPTION TURNTABLES* — The RCA 70-C Turntable—with combination vertical and lateral pickup head—is the standard to which others are compared, over a thousand in use.



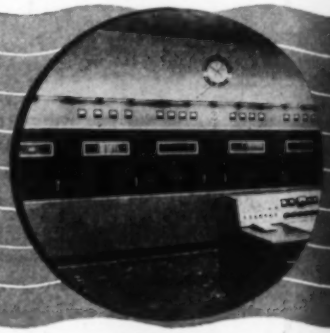
3. *RECORDERS* — The RCA 73-B high-quality recording equipment is the finest broadcast-type recorder produced today. The OR-1A portable recorder and the 72-D recording attachment are also popular.



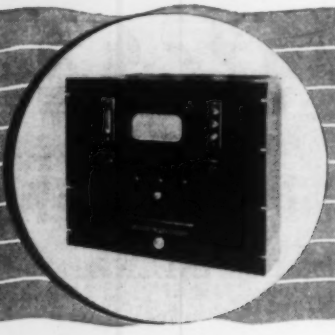
7. *AUDIO AMPLIFIERS* — The individual units of deluxe, RCA, audio equipments are also available separately. There are special units for use as pre-amplifiers, line amplifiers, monitoring amplifiers, etc. Also racks, shelves, etc.



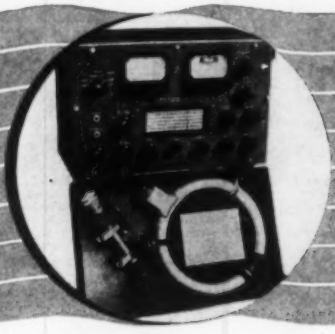
8. *LOW-POWER TRANSMITTERS* — Modern-styled, RCA transmitters of proven performance and reliability are available in all powers. The unit above is the 1 KW (the left-hand section alone is a complete 250 watt transmitter).



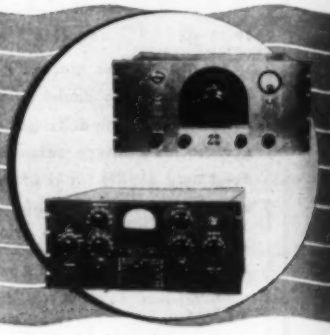
9. *5/10 KW TRANSMITTER* — RCA engineers developed the first air-cooled 5 KW transmitter a number of years ago and have been constantly improving on it ever since. The 5E/10E, latest model in this series is shown here at WMCA.



13. *MONITORING EQUIPMENT* — RCA modulation monitors, frequency monitors and phase monitors are standard units, designed specifically for broadcast use and built to match other RCA broadcast units.



14. *FIELD INTENSITY METER* — The RCA, 308-A Broadcast Field Intensity Meter, designed for field or mobile use, is the standard measuring instrument used by most consultants and station engineers.



15. *MEASURING EQUIPMENT* — The RCA, 68-B Audio Oscillator and the RCA, 69-C Distortion Meter are universally used for determining the frequency response and distortion characteristics of broadcast installations.

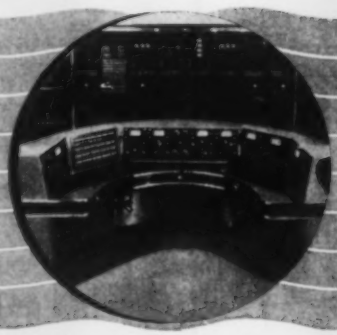
AM Broadcast Stations

will embody new features developed from the unequalled experience of RCA engineers in building *the most advanced types* of electronic equipment for the military services.

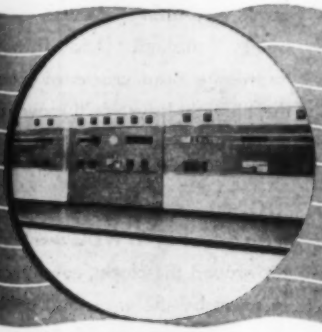
Moreover, it is worthy of note that only RCA actually builds all of the equipment items—microphones, turntables, amplifiers, transmitters, antennas, etc.—which are required in a modern broadcast station. These equipments are *designed to work together* and thus provide maximum convenience, efficiency and performance. Most important, they are *proven* units which RCA has built in the past and is building today.

4. PORTABLE EQUIPMENT — This is the RCA OP-6 portable pickup equipment. A companion unit, the OP-7, provides a four-position, high-level mixing system also suitable for outside use.

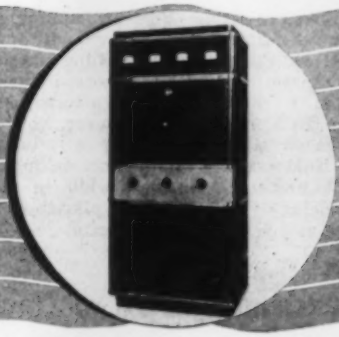
5. STUDIO CONSOLETTE — The RCA 76-B2 Studio Consolette is a complete speech-input equipment for small and medium-sized stations. Provides the advantages of RCA quality in a "package" unit.



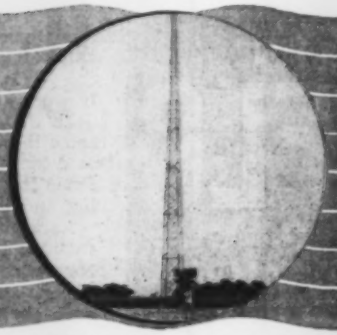
6. DELUXE STUDIO CONSOLES — Custom-built RCA consoles and rack assemblies—such as this one at WFBR—represent the very finest in broadcast studio equipments. In use in many network studios.



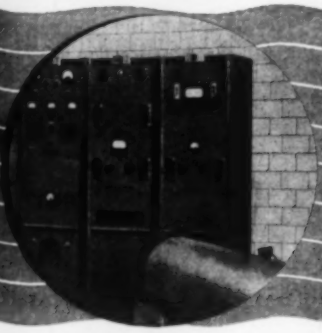
9. 50 KW TRANSMITTER — The RCA, 50-E Transmitter, shown here, is also air-cooled. It uses the high-level, high-efficiency, Class B modulation circuit first introduced to broadcasting in RCA transmitters.



11. ANTENNA PHASING EQUIPMENT — RCA custom-built antenna coupling and phasing units (for both directional and nondirectional systems) are another industry standard. Built in several sizes and cabinet models.



12. ANTENNAS — After the war, RCA will offer AM antenna towers in several designs, thereby bringing to broadcast stations the full advantages of overall, RCA engineering and responsibility.



8. MONITORING ASSEMBLIES — RCA, custom-built assemblies of audio and monitoring units for the transmitter station represent the most advanced and finest type of equipment for the purpose.

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

NIGHT

and DAY

it's WFLA IN THE TAMPA-ST. PETERSBURG MARKET

Day workers, night workers! WFLA's increased-power coverage has added them by the thousands to its audience, NIGHT and DAY! Sell your product over this war-busy market's most-listened-to station-WFLA!

WFLA
TAMPA
NBC
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

At Deadline . . .

PAUL A. PORTER, FCC chairman, addressing the annual Federal Communications Bar Assn. meeting in Washington last Friday night, admonished broadcasters to observe to the letter the FCC's new freeze order policy announced earlier in the week. He declared that frivolous applications will not be condoned, only requests for facilities in areas not now receiving primary service will be considered, and all others not voluntarily withdrawn will be designated for hearing on the "freeze" issues.

EMERSON Radio & Phonograph Corp., New York, which on Nov. 19 discontinued *You Can't Take It With You* on MBS, will resume network broadcasting shortly, with meetings scheduled next week to determine type of program and network.

LOUIS COWAN, chief of the New York Office, OWI Overseas Branch, has arrived in London for a three-week inspection tour of OWI and Psychological Warfare facilities in the European theatre. Don Drenner, radio engineer of the OWI Overseas Branch assigned to Radio Luxemburg, returned for a brief vacation in Parsons, Kan., his home.

HERMANN FLOREZ, Washington consulting engineer, formerly with WOR New York and MBS, returned last week for a brief furlough from a European assignment for OWI. He worked on the American Broadcasting Station in Europe (ABSIE) and Radio Brussels.

LICENSEE of KFH Wichita, Kan., has filed for a new FM station on 46.1 mc with coverage of 18,170 sq. mi. Approximate cost is $110,550.

SELLERS of SALES

HUB JACKSON arrived at his present position of timebuyer for Russel M. Seeds Co., Chicago, via practically every job to be found in the radio field. Sixteen years ago Hub first came in contact with the airwaves as a singer on WKZO Kalamazoo. From that he switched to announcing and thence to producing.

As a producer he was associated with the Texas State Network. Later he became station manager of KTHS Hot Springs and from there jumped to sales manager of WGHC Augusta. He also occupied a similar post on WCOS Columbia, S. C.

He joined Seeds as traffic manager in 1943 and became timebuyer by progress up the ladder from there. Under his responsibility is approximately $500,000 worth of radio time for the Canadian business of both Grove Labs. and Pinex Co. and the U. S. business of the latter.

In addition to timebuying for the accounts, Hub broadcasts 16 news programs weekly for Grove Labs. and Peter Paul candy. His most faithful listener, Hub says, is his wife who never misses a show. He explains he always feels as though he is talking to her.

HUB

Born in Lexington, Ky., Hub attended three military academies before enrolling at the U. of Kentucky. There, influenced by his father, an attorney, he majored in law. However, as obvious from his choice as a profession, the law was not his calling and his major interest while in school was football. He played end on the University team.

Hub's wife is the former June Rollinson, also a Russel Seeds timebuyer. They were married in March 1944. June is a canine enthusiast and when the pair retire from business they plan to buy some land in California and raise dogs.

JuJac, a 30-foot Owens cruiser, is the pride and joy of the Jackson family. Its name, of course, was derived by contraction of June Jackson. Hub is a yachtsman from away back and has always owned a boat of one description or another. Both, however, are excellent boatsmen. Hub is a member of the Chicago Yacht Club, the Illinois Athletic Club and is an ATO.

For relaxation, Hub likes to listen to boogie woogie records although he will have it firmly understood that he is no hepcat.

Now it's GREAT SCOTT

on the YAWN PATROL!

He's on all night in Washington D. C. That delightful master of quick wit that's comical without being irritating. (And if you've heard the tired cracks of some of the all-night boys you'll know exactly what we mean!)

Great Scott was a natural for the spot when WWDC went on the air around-the-clock . . . only station in town, by the way, that operates 24 hours. He goes on at 1 A.M. and comes off at 6 A.M.

It's a good spot for any advertiser who has something to sell to the people of the nation's capital . . . the cross-section of America

WWDC

the big sales result station in Washington, D.C.

Represented nationally by WEED & COMPANY

HIGH FIDELITY

American radio has covered its first war with high fidelity.

Untried, raw recruit, radio has already earned its service stripes.

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On the home front, radio has done more to sell bonds: it has sold the reasons for buying bonds. It has popularized the unpopular: rationing; food, gas, shoes, which had to be popularized if our fighting men were to get what they needed when they needed it.

It has collected paper, fats, tin and scrap. It has uncorked the generosity of the nation for Red Cross, Community War Fund, Infantile Paralysis, China, Russia, Army and Navy Relief drives.

It has connected the home front in farm and factory with the fighting front, arousing civic pride and individual responsibility.

It has presented the facts of total world war, the role of United Nations, and the price that must be paid in a world grown small because of the airplane and the instrument of radio itself.

It has brought home the final facts of victory: casualties, the wounded and the maimed who are coming back in our midst, and those who will never come back.

It is pointing the way toward peace, but it is not forgetting there's a war still to be won.

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IOWA	
WHO	DES MOINES
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KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
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Initial District Meetings Endorse BMB

Feltis Signs 80% of Stations at Parleys

By ROBERT K. RICHARDS

ENTHUSIASTIC support of the new Broadcast Measurement Bureau was registered at the first two district NAB meetings in the current 15-district tour as over 80% of the stations attending handed signed contracts to Hugh Feltis, BMB's president.

Exactly 80% of the 35 NAB Sixth District members assembled in Memphis last Monday and Tuesday signed up. In Dallas, where 48 stations were represented, 82% subscribed on Wednesday.

First contract was signed by Roy Dabadie, manager, WJBO Baton Rouge. First NAB director to sign was Hoyt Wooten, president, WREC Memphis, who presided at the Sixth District parley. First signatory at Dallas was Hugh A. L. Halff, NAB director, general manager, WOAI, San Antonio. Total individual registration at Memphis was 83. At Dallas 87 registered.

At Dallas, in a close election, Martin B. Campbell, managing director, WFAA Dallas and WBAP-KGKO Ft. Worth, was named director of the 13th District succeeding Mr. Halff. Mr. Campbell was elected to a two-year term starting at the end of the next annual NAB membership meeting or at such time as the Board of Directors may designate.

Initial Meeting

The district meetings, first of 15 to be held throughout the nation during the next two months, took on special significance in view of the announcement by J. Harold Ryan, president, NAB, that, barring an unexpected change in the war situation, there would be no annual war conference or convention this year. Mr. Ryan, arriving a day late at the meeting after participating in a nationwide broadcast appeal for the Mile o' Dimes campaign Sunday night, attended all sessions Tuesday.

The 28 stations signing contracts at Memphis after Mr. Feltis presented the plan at a Tuesday session were—**Arkansas:** KFAA Helena; KOTN Pine Bluff; KARK Little Rock; KUOA Siloam Springs; **Louisiana:** KTBS KWKH Shreveport; KMLB Monroe; WJBO Baton Rouge; **Mississippi:** WJPR Greenville; WJDX WSLI Jackson; WELO Tupelo; WROX Clarksdale; WCBI Columbus; WAML Laurel; **Tennessee:** WOPI Bristol; WDOD Chattanooga; WJZM Clarksville; WKPT Kingsport; WBIR Knoxville; WROL WMC WMPS WREC WHBQ Memphis; WLAC WSIX WSM Nashville. Twenty-seven other stations throughout the nation previously had signed with BMB by telegram.

Originally scheduled for Monday, the BMB presentation was postponed until Tuesday awaiting the arrival of Linnea Nelson, chief timebuyer, J. Walter Thompson Co. and director of the BMB board. Miss Nelson, representing the AAAA, gave that association's backing to the plan. She displayed several coverage maps taken from her agency files, deploring them as inadequate and "the best evidence that a standard measurement plan is critically needed". The AAAA and the ANA are co-sponsors, with NAB, of the BMB plan.

Mr. Feltis, who resigned as general manager of KFAB Lincoln Jan. 3 to accept the BMB presidency, said of the plan: "The Research Committee of the NAB examined many proposals for measuring audience before accepting the BMB plan as the most scientific and reliable. A test of the plan was conducted in Philadelphia. The test was successful, and in its application to other stations, the BMB should give us, for the first time, an overall measurement by which stations within markets can be compared."

Balloting Problem

Major question brought up by district delegates about the plan involved the two-year schedule of nationwide balloting, by which audience is to be measured. Several broadcasters suggested that this span was too long, inasmuch as a licensee might make numerous alterations in his physical plant or programming structure which would increase his audience. This increase, it was argued, would not be reflected perhaps for several months after it occurs. Mr. Feltis countered that the plan, by necessity, would be experimental during the early stages, and that it might become necessary to increase the number of times balloting was to take place.

He emphasized that in the current tour of NAB districts, he is attempting to obtain pledges totaling $1,000,000 to put the plan into effect. In Memphis, the springboard for the presentation, 28 contracts were signed out of the 35 NAB members present. Others among the remaining 7, although favorably inclined toward it, had to check with principals in their organizations before signing. There are 59 stations in the four-state area comprising the Sixth NAB District. Of the 59, 48 belong to the Association and 35 of these attended the Memphis sessions. Mr. Feltis said that those who had not attended, NAB members and non-members, would be solicited by mail and personal call.

Of those from this District signing, 14 are 250 w stations; 3, 1 kw; 8, 5 kw; 3, 50 kw..

13th Signatories

The 13th District, comprising all of Texas, includes 63 stations. Of this number, 41 are NAB members. Forty-five stations were represented at the Dallas meeting.

Following are the stations in the 13th District which have subscribed to BMB:

KRBC Abilene, KFDA Amarillo, KGNC Amarillo, KNOW Austin, KFDM Beaumont, KBST Big Spring, KEEW Brownsville, KBWD Brownwood, KRIS Corpus Christi, KTBC Austin, KRIC Beaumont, KAND Corsicana, WFAA Dallas, WRR Dallas, KTSM El Paso, KFJZ Ft. Worth, WBAP Ft. Worth, KPRC Houston, KTHT Houston, KXYZ, Houston, KFRO Longview, KFYO Lubbock, KRLH Midland, KNET Palestine, KPLT Paris, KIUN Pecos, KGKL San Angelo, KABC San Antonio, KONO San Antonio, KTSA San Antonio, WOAI San Antonio, KCMC Texarkana, KGKB Tyler, WACO Waco, KRGV Weslaco, KRRV Sherman.

Of those from the 13th District signing with BMB, three are 100 w stations; 16, 250 w; 8, 1kw; 7, 5 kw; 3, 50 kw.

Stations pledging their support of BMB by wire to Mr. Feltis Tuesday included: WWNC Asheville, WBRC Birmingham, WHBF Rock Island, WFBG Altoona, WKZO Kalamazoo, WAVE Louisville, KATE Alberta Lea, KTRI

(Continued on page 56)

St. Louis Post-Dispatch Urges Cleanup of Newscasts by Nets

AN APPEAL to the nationwide networks to eliminate middle commercials in news broadcasts and to meticulously select news program sponsors, was sounded last Thursday by the *St. Louis Post-Dispatch* in a lead editorial and cartoon. George M. Burbach, general manager of KSD and an official of the newspaper, has spearheaded a drive to clean up news commercials.

The Fitzpatrick cartoon accompanying the editorial, depicted a citizen before his radio receiver which blares out: "Warsaw liberated, buy our laxative; American casualties, try our pills."

The editorial follows:

The time has come to urge the big radio networks to change some of their practices regarding newscasting. In particular, NBC, Columbia, Mutual and Blue network (1) should quit interrupting news broadcasts with commercial plugs and (2) should quit permitting these broadcasts to be sponsored by objectionable advertisers.

News broadcasts nowadays often reach sublime heights as they tell of the liberation of a Warsaw, of a battle of Bastogne, or they may bring sadness into American homes as casualty figures are released. The public should not be compelled to listen to commercial plugs in the midst of news like this, or be nauseated by the appeals of patent medicine or cosmetic advertising, while hearing dispatches of heroic proportions.

Some months ago, in announcing that his radio station had banned middle commercials, Leo J. Fitzpatrick of station WJR Detroit, pointed out that the war has brought a new importance to newscasts.

"We must remember," he said, "that practically all listeners have relatives or close friends in the armed services

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Construction Frozen by FCC, WPB

Policy Excepts Regions Lacking Primary Service

VIRTUAL freezing of all new station construction was ordered last week by the FCC in the light of advices from the War Production Board that the general premise that broadcasting is in the war interest will no longer justify the use of available manpower and critical materials for new installations.

In a Supplemental Statement of Policy adopted at a meeting Tuesday, as forecast last week in BROADCASTING, the Commission served notice that its order of Jan. 26, 1944 relating to new stations and changes in existing facilities "is to be interpreted in the light of present conditions, which require that all available manpower and critical materials be devoted to the furtherance of the war program."

Pursuing its new policy, the Commission at last Tuesday's meeting, designated eight applications for hearing. Two applications for permits to construct local channel stations in areas in which no primary service is available and three applications for station improvements costing less than $500 were granted.

CP Denied

At the same time, WPB denied its fourth application within the last month, turning down the Central Valley Broadcasting Co., Sacramento, Cal., which had received a construction permit for a 250 w unlimited station from the FCC on Nov. 9. The Board had refused another application for a Sacramento station, filed by Lincoln Dellar, a week earlier.

In view of the WPB advices, the Commission said, its policy will be to designate for hearing all applications for new standard stations "unless the applicant establishes: (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the Jan. 26, 1944 Statement of Policy have been met."

Addressing the Federal Communications Bar Assn. annual dinner last Friday night, Paul A. Porter, FCC chairman, emphasized the freeze policy is no idle gesture. He said applications which on their face do not meet the stringent requirements of the freeze policy will be set for hearing without delay. FM and television grants will not be made on a first-come, first-served basis after the freeze is thawed, he said but to those best qualified—"not to those under the wire earliest". The freeze order, he explained, does not apply and never has applied to experimental or developmental services.

As to the duration of the freeze, Mr. Porter said the question could not be answered by the Commission or anyone else. It depends upon the success of our armed forces and upon the support given at home, he added.

John Creutz, chief of the Domestic & Foreign Branch, WPB Radio & Radar Division, advised the Commission that "the general attitude now taken by the WPB" makes no provision for new broadcast facilities. Certain types of changes in facilities, however, may be made without WPB approval, he stated, covering, in general, changes not involving construction work and costing less than $500, but not requiring the purchase of a transmitter or receiver.

Helpful to Many

Construction costing more than a fixed amount, limited in most cases to $200 for cost of materials, new equipment and labor, may not be started without WPB approval, Mr. Creutz advised. Except for the provision made last September allowing an expenditure of up to $500 for a minor capital addition or change not involving construction, he said, restrictions on the purchase of equipment and materials have not been greatly changed."

Mr. Creutz reported to the FCC that the procedure adopted jointly by the Commission and the WPB on Jan. 26, 1944 has benefited not only the agencies but also a number of applicants wishing to install various types of radio services. Under this procedure, he said, WPB has authorized the starting of construction of a number of new broadcasting stations, generally not requiring priorities. He added that in conjunction with FCC, several stations have received priorities for developmental work in FM.

"The problems in procurement of maintenance materials for radio transmission and communication," he declared, "may in a general way be said to be over. There are only a few specific types of tubes and other components which are not obtainable on the maintenance rating provided for radio. It should be remembered that this rating is the same rating that is used by the Army and Navy to obtain their equipment. In almost every case where such products are in short supply, the reason is insufficient manpower to make full use of existing production facilities."

Applications Pending

The new policy will have no effect on about 150 applications in the FCC pending file but a Commission official advised broadcasters it would be to their advantage to withdraw applications which cannot be granted under the new

(*Continued on page 65*)

Women Who Tune in Soap Operas Aren't Neurotic, CBS Survey Reveals

CBS, in a recently completed survey on listeners to daytime serials, has found no evidence to support the criticism that women who listen to this type of program are neurotic or will become so. Findings of the study, accompanied by seven suggestions for improving serials, were made public by Frances Farmer Wilder, CBS consultant on daytime programs, speaking Jan. 15 in Philadelphia before a meeting of the Assn. for Education by Radio.

Research was conducted by Elmo Roper, and the findings checked by Raymond Franzen, statistical consultant; Dr. Paul Lazarsfeld, director of social research, Office of Radio Research, Columbia U., and Dr. Carl Rogers, professor of psychology at Ohio State U. Results are based on interviews in 125 urban and rural communities with 5,000 women usually home between 9 a.m. and 8 p.m.

Some Like Serials

CBS found, according to Mrs. Wilder, that within the same level of culture, the women who listen to serials are exactly like those who do not listen, reading the same magazines and newspapers, engaging in the same social and community activities. Some 50% of those interviewed listened to "soap operas". A break into three cultural levels, measured by income and education, showed that in the upper cultural level, over 33% of the women with high income listened, and over 40% of college women listened. Seven-day listening diaries turned in by 1000 interviewees showed little difference within each level in personal attitudes towards the woman herself, social problems as such, revealing only a tendency in the low level towards more satisfaction with her role in the family, and in the high cultural lever, less satisfaction with personal attainments.

Women listen to serials because they are "true to life," (74% gave this reason) and because they give "lessons" in living, not because "there is nothing else to listen to," the survey showed. Two factors were found to help establish the impression of reality—the human voice, and day-by-day occurrence of events.

The serial listener tunes to "soap operas" a little over one hour and a quarter per day, but she listens more time (one hour and 36 mins.) to daytime radio other than serials, the survey shows. She was found to listen to an average of 5.8 serials each day, and to hear these 2.8 times weekly out of a possible five times.

Eliot Lovett Is Elected As Bar Association Head

ELIOT LOVETT, veteran Washington radio attorney, last Friday was elected president of the Federal Communications Bar Assn. for the 1945 term. He succeeds Ben Fisher, of Fisher & Wayland.

Mr. Lovett

Other officers elected were Ralph A. Vance Orsdel, general counsel of the Chesapeake & Potomac Telephone Co., first vice president; Philip G. Loucks, Loucks & Scharfeld, second vice-president; Thomas P. Littlepage, secretary, and Bryon G. Carson, treasurer. Mr. Fisher and P. J. Hennessey Jr., of Segal, Smith & Hennessey, were elected to vacancies on the executive committee.

Following a business meeting Friday afternoon, the Association held its annual banquet at the Hotel Statler. Paul A. Porter, new chairman of the FCC, was the speaker.

KPDN Transfer

APPLICATION was filed with the FCC last week for voluntary assignment of license of KPDN Pampa, Tex. from R. C. Hoiles, sole owner, to his three children, Harriet Jane and C. H. Hoiles doing business as Radio Station KPDN, in equal partnership. Money consideration was $1. Mr. Hoiles stated in the application that he was no longer able to care for the station. KPDN operates unlimited time with 100 w on 1340 kc.

Chatten to Return

LOUIS J. CHATTEN, director of the Radio & Radar Division, WPB, will return to his post on Jan. 22 following his recovery from an operation he underwent in early December. Ray C. Ellis, former director who returned to the Government to take charge of the division in Mr. Chatten's absence, will resume his position with General Motors about Feb. 1.

Gruen Watch Renews

GRUEN WATCH Co., New York, is renewing its full spot schedule of time signals on a 52-week basis as contracts expire, through the agency, McCann-Erickson Inc., New York.

IER Called Off

FOR THE FIRST time in its history the Institute for Education by Radio, held annually in Columbus, O., has been cancelled, I. Keith Tyler of Ohio State director, announced last week. The action was in cooperation with the Government's request to call meetings of more than 50. Last year 1,108 attended the Institute. Kindred organizations, usually meeting in conjunction with the IER, also expected to call off their respective conferences, including Assn. for Education by Radio, National Assn. of Radio Farm Directors, NAB National Assn. of Women Directors, Junior Town Meeting League and National Assn. of Educational Broadcasters. The IER had been scheduled for May 4-7.

NWLB Reverses WMAL-AFRA Ruling

See-Saw Decision To Be Fought By 'Star'

IN A TERSE statement following a reversal by the National War Labor Board of its own decision in the WMAL Washington announcer fixed fee case involving a dispute between the American Federation of Radio Artists and the *Washington Evening Star* station, Kenneth H. Berkeley, station general manager, served notice that the licensee corporation would not take the reversal "lying down".

Doing a complete "about face" the NWLB, in a decision of Dec. 28, 1944, made public only last Thursday, held that Dr. Royal E. Montgomery of Cornell U., who sat as a hearing officer (according to NWLB records) was, in fact, an "arbitrator" and therefore his recommendations constituted an award. The vote was 7-5, with Dexter M. Keezer, public member, issuing a stinging dissent.

Fees of $1-$4 Ordered

In a news release last Thursday the NWLB said it had "approved as being in conformance with the national wage stabilization policy an arbitrator's award which granted a union request that six staff announcers of Radio Station WMAL in Washington, D. C., be paid a fee ranging from $1 to $4 when assigned to commercial broadcasts, in addition to their base salary of $200 a month." The release continued:

"By mistake the case was handled as a regular dispute case and Dr. Montgomery made 'recommendations' to the Board and identified himself as a 'hearing officer' ... although the company and the union recognized the proceedings as an arbitration."

The majority opinion, signed by Lewis M. Gill, public member, said the case was "not certified as a labor dispute in the usual manner, since the only function the Board was called upon to perform was to appoint the arbitrator and to review his award if it involved a wage adjustment, to determine whether or not the award was compatible with the wage stabilization program."

"At this point some confusion set in," the opinion continued, "for which the Board must take a major share of the blame. Instead of merely appointing an arbitrator in accordance with the stipulation (between AFRA and WMAL) the Board designated Prof. Royal E. Montgomery as 'hearing officer' and advised Prof. Montgomery and the parties that the case would be handled in the same manner as other dispute cases."

In late 1943 the WMAL-AFRA dispute was referred to the NWLB when Mr. Berkeley refused to sign a contract, effective Aug. 22 that year, containing the assigned fee clause. Instead he offered to raise the base salaries of the WMAL announcers from $200 to $250 per month. AFRA wanted the increase in the form of fees for regularly assigned announcers whose tours of duty made it necessary for them to do commercial spot announcements.

Hearing Officer Reversed

Both parties agreed to submit the dispute to the NWLB and to abide by the decision of an arbitrator. When the Board named Dr. Montgomery to hear the evidence, however, it designated him as "hearing officer".

Dr. Montgomery recommended that the assigned fee principle be adopted, but the Board on Aug. 10, 1944, issued a decision in favor of WMAL, ordering the $50 salary increase retroactive to Oct. 15, 1943 [BROADCASTING, Aug. 28].

AFRA filed petition to reconsider and requested an open hearing, contending that the proceeding was, in fact an "arbitration" and not a matter for Board consideration. [BROADCASTING, Sept. 11].

In its reply brief WMAL contended the record "literally shouts its complete knowledge and acceptance of the fact that the hearing was conducted by a hearing officer of the Board, for the Board and ultimately to be decided by the Board." Reply brief also quoted the AFRA filing which referred to Prof. Montgomery as a "hearing officer".

In reversing its own decision and upholding the recommendations of Prof. Montgomery, the majority opinion stated: ". . . we think that both parties should in fairness be bound by their arbitration agreement, even though the award was set up in terms of a recommendation. Our decision therefore does not represent a review of the merits of the case, but is limited to a determination that the increase awarded is permissible within the stabilization program. There is no dispute within the Board on this latter fact, since the decision merely puts the radio announcers on this station on the same basis of pay as the announcers in the other major stations in Washington—a permissible application of the bracket principle."

Concurring in the majority opinion with Mr. Gill were: Nathan Feinsinger and Edwin Witte, public members; Carl Shipley, George Meany, John Brophy, Robert Watt, representing labor. Joining Mr. Keezer in the dissent were these industry members: Fred Climer, Walter T. Margetts, James Tanham, Clarence Skinner.

In his dissenting opinion Mr. Keezer said the process of reaching the result of the majority opinion "involved what I regard as a flagrant error in reasoning and procedure. Since it is the sort of error which there well may be opportunities to repeat, I feel constrained to call attention to it and thus explain my dissent."

Mr. Keezer pointed out that Dr. Montgomery acted as a hearing officer and "did not understand that he was called upon to make an award which would be final and binding, but thought he was expected to make recommendations of a proper settlement of a dispute. Since the record left room for doubt as to what the referee understood his commission to be, I asked him directly, and he told me directly, that he understood it to be that of a hearing officer making recommendations rather than that of an arbitrator making a final and binding award."

Berkeley Objects

Mr. Berkeley's statement, after reading the decision released last week, was: "It is incomprehensible to me that the National War Labor Board can construe a hearing officer's report, embodying only his recommendations, as an arbitrator's award. The Evening Star Broadcasting Co. is entitled to a decision based on the merits of the case and, of course, we will take the necessary steps to that end."

Lester Cohen of the Washington law firm of Hogan & Hartson, counsel for WMAL, echoed Mr. Berkeley's sentiments, although he declined to state what action would follow.

Emily Holt, national executive secretary of AFRA, issued the following statment: "The War Labor Board has upheld AFRA's faith in arbitration attested to by the inclusion of arbitration clauses in all AFRA contracts. In this instance, AFRA and WMAL stipulated that the issue between them should be arbitrated by a referee appointed by the WLB and that his award should be final and binding, with the board's power to review the award limited its compatibility with the wage stabilization program. AFRA is gratified that the board based its decision on the terms of the stipulation and not on a clerical error misidentifying the referee as a hearing officer.

"It is particularly gratifying that the position of AFRA which was upheld by the arbitrator was to make the collective bargaining agreements of the Washington stations uniform and not to place any one at a competitive advantage to the others."

Should the reversed decision be allowed to stand, it is expected to adversely affect other stations. In Chicago last month a regional WLB panel recommended that AFRA demands for assigned fees at Class B stations be denied, citing the Aug. 10 decision of the NWLB as a precedent [BROADCASTING, Dec. 25]. Following is the Dec. 28 decision:

By virtue of and pursuant to the powers vested in it by Executive Order 9017 of Jan. 12, 1942, the Executive Orders, Directives and Regulations issued under the Act of Oct. 2, 1942, and the War Labor Disputes Act of June 25, 1943, the National War Labor Board hereby decides the dispute between the parties and rules as follows:

I. The Directive Order of the National War Labor Board in this case dated Aug. 10, 1944, is hereby vacated.

II. It is found that the parties stipulated to submit their dispute to the final and binding decision of an arbitrator, to be reviewed by the National War Labor Board only to determine conformance with the national wage stabilization policy. There being no violation of the national wage stabilization policy, the findings of the arbitrator are hereby approved and the parties are directed to incorporate his determination in a signed agreement.

Reduction in WOV Musicians Staff Urged in NWLB Report

RELIEF for broadcasters forced by excessive union quotas to employ more staff musicians than they need for good station operation is in sight and the way for it will be opened if the National War Labor Board upholds the recommendation of Herbert R. Northrup, NWLB Senior Hearing Officer in the second region, that the quota of WOV New York be reduced from 12 to 5 men.

In his report of the case of dispute between WOV and Local 802 of the American Federation of Musicians, which he heard Nov. 29, 1944, Mr. Northrup explains that the parties are operating under a contract that expired in 1942 and which they were unable to renegotiate because of the station's demands that the quota be discarded and the union's refusal even to reduce it. In February 1944 when the union asked for a 15% wage increase in accordance with the "Little Steel" formula, WOV countered with a demand for a reduction in staff. Each side rejected the other's proposals and the matter reached the NWLB.

"It is first of all clear," Mr. Northrup found, "that radio station WOV has no need for, and cannot use, 12 musicians. The requirement that it must hire 12 musicians at all times is thus a makework, or featherbedding, rule which insures a weekly wage to a number of men who do virtually nothing to earn it except belong to the musicians union. Any attempt to characterize this provision otherwise just ignores the realities of the situation."

Pointing out that the quota system arose from the union's "wholly legitimate desire to further the em-

(*Continued on page 58*)

Final Video, FM Allocations in March

Television Above 480 mc Seen By Jett

FINAL ALLOCATIONS in the spectrum above 25 mc will be handed down by the FCC "somewhere around March 1 or 15", Commissioner E. K. Jett disclosed last Monday at a news conference held in conjunction with the Tuesday release of proposed allocations from 25-30,000 mc [BROADCASTING, Jan. 16].

At the same time he asserted that the FCC expects "long-range television service" on a nationwide basis to come above 480 mc. Charles R. Denny Jr., Commission general counsel, made it plain that the proposed allocation of FM (84-102 mc) is considered "permanent" whereas the 44-mc allocations for television are not.

IRAC Members Participate

Sitting with Commission personnel at the news conference were members of the Interdepartment Radio Advisory Committee which cooperated with the FCC in the proposed allocations. Representing IRAC were Comdr. P. D. Miles, USNR, IRAC chairman; Lt. Comdr. A. L. Budlong, USCGR, chairman of the IRAC Technical Subcommittee; Capt. E. M. Webster, USCG, chief of Coast Guard communications on leave as FCC assistant chief engineer, IRAC vice-chairman; Dr. J. H. Dellinger, chief of radio, Bureau of Standards; Col. A. G. Simpson, USA, the War Dept. member of IRAC.

Representing the Commission were, besides Commissioner Jett and General Counsel Denny: George P. Adair, chief engineer; Harry M. Plotkin, assistant general counsel and chief of the litigation section; M. H. Woodward, chief of the International Division; Dr. Lynde P. Wheeler, chief of the Technical Information Division.

For nearly an hour and a half newsmen and women plied questions about the proposed allocations, during which the following points were developed:

1. FM eventually will occupy the spectrum from 78-108 mc.

2. Television eventually will move "upstairs" above 480 mc.

3. Proposed allocations below 25 mc (including the standard band) likely will be released in "about six weeks".

4. The FCC will permit commercial television above 480 mc "just as soon as the industry shows it can perform a service" in the upper spectrum.

5. Whether the multiple-ownership rule limiting ownership of FM to six stations applies to the CIO is a "legal question" for the Law Dept. to determine. (The same applies to proposed subscription radio, which will seek three FM assignments in each city in which it plans to operate).

6. Citizens Radio Communication Service offers "unlimited possibilities."

7. Fewer frequencies were allocated Government services than recommended by IRAC. After the war, Government radio needs will greatly diminish.

Video Interference Less

8. Exceptions and requests for oral argument in the proposed allocations above 25 mc should be filed "as soon as possible". Deadline is Jan. 29 for exceptions, with Feb. 9 the last day to file covering briefs (25 copies). Oral argument is Feb. 14.

Questions at to why television was "put back" to the 44-mc band "where apparently it is subject to far more interference" brought lengthy discussion in which reporters, network representatives and Commission personnel participated.

Dr. Wheeler explained that because there are fewer television stations than FM, long-distance co-channel interference would be less with television than FM. Commissioner Jett said the FCC felt that 12 television channels tentatively allocated below 225 mc were not sufficient for a "truly nationwide television service". He added that the FCC expects "long range television service" to come above 480 mc.

Until the profession shows the Commission it can perform a service above 480 mc the FCC will not license commercial television "upstairs", said Mr. Jett. He explained that experiments must be conducted, then the FCC must get together with the industry and formulate standards. He pointed out that while it took "a couple of years" to get togetner on present television standards after some years of experiments and research, adoption of standards for the higher spectrum depends on how much experimentation has taken place by time sufficient production can be assured to make higher definition television a general service.

Reception Industry Problem

"I can assure you the Commission will permit commercial television just as soon as the industry shows it can perform a service," said Mr. Jett. He asserted the lower spectrum television allocations could not be classified as "interim allocations", explaining "when you go forward it doesn't mean the lower channels are abruptly discontinued". Commissioner Jett, who has supervised the allocations for the Commission, indicated the transition would be gradual.

"We cannot have nationwide competitive television service in the lower band," said Mr. Jett. He explained the proposed rejuggling of channels in the lower frequencies would permit a maximum of seven stations in an area such as New York. Informed that in New York television set owners in apartment houses tolerate interference and ghost images where more than three antennas are used, Mr. Jett expressed the opinion that the problem was one for industry to solve and that "the industry will find a way".

Number of Stations

As to FM allocations and television in the lower frequencies, Mr. Denny said: "We know that wherever FM is placed it will stay permanently. Television won't." Mr. Jett speculated that eventually FM may be extended to include the 102-108 mc band and the 78-84 band "should television be removed".

The Commission has not determined how many FM stations in a community will be permitted although Mr. Jett pointed out that in the New York metropolitan area some 18 or 20 standard stations are licensed and that FM because of its short-range signal can accommodate more stations on a single frequency.

A question arose as to whether the Commission, under its multiple-ownership rule which limits ownership of FM to six stations per organization or corporation

(*Continued on page 62*)

Reaction Varies to Allocation Proposal

FMBI Opposes 'Drastic' Move; Baker Calls RTPB Meet

WHILE THE preponderant reaction to the FCC's proposed spectrumwide allocation plan announced Jan. 16 was a hearty "well-done" on most aspects, FM Broadcasters Inc., at a special meeting in Washington last Friday, expressed disappointment over "the proposed drastic change in the position of FM broadcasting in the spectrum".

Confounding many observers was the almost unanimously favorable reaction of television interests to the FCC plan providing 12 "downstairs" 6 mc channels, split into two separate bands, but with ample provision for experimentation in high definition television "upstairs" around 500 mc. Both the high definition proponents, led by CBS, and the lower band advocates, spearheaded by RCA and DuMont, appeared entirely satisfied with the Commission's findings.

At its meeting, called by President Walter J. Damm, of Milwaukee, the FMBI board in deprecating the FM shift, authorized Mr. Damm to name a committee to prepare and supervise FMBI's appearance at the oral arguments Feb. 14. President Damm promptly designated this committee: John Shepard 3d, Yankee Network, chairman; T. C. Streibert, president of WOR New York and executive vice-president of MBS; Cecil Mastin, WNBF Binghamton, N. Y.; J. E. Brown, chief engineer, Zenith; C. M. Jansky Jr., consulting radio engineer and technical counsel to FMBI, and Mr. Damm, ex-officio.

The board reaffirmed the position FMBI had taken at the allocation hearings last fall. "While the board expressed its unanimous approval to that part of the report allocating additional frequencies for FM broadcasting and the maintenance of high fidelity standards," said the announcement, "it expressed concern over changing from a band where FM has been operating satisfactorily for more than five years to one which has been unexplored for this type of service and for which receiving sets and transmitters have to date not been contemplated nor designed."

FMBI had successfully cut through opposition to the new broadcast medium several years ago when the budding art wasn't popular. Messrs. Damm and Shepard, along with Maj. Edwin H. Armstrong, participated in its founding and encouraged virtually all of the existing 50-odd FM stations to enter the field. There are now 335 FM applications pending.

In addition to Messrs. Damm, Shepard, Streibert, Jansky and Brown, others attending the meeting were G. W. Lang, WGN Chicago; A. B. Church, KMBC Kansas City; Ray Manson, Stromberg-Carlson, all directors; and Maj. Armstrong, Dr. W. R. G. Baker, GE vice-president; W. R. David, GE, William Carter, Stromberg-Carlson; Philip G. Loucks, FMBI counsel; M. M. Jansky, of the Loucks office, and Myles Loucks.

(*Continued on page 63*)

Additional reaction to the FCC allocation proposal will be found on page 59.

TBA Names Bingley

F. J. BINGLEY, chief television engineer of Philco Radio & Television Corp., was named vice-president of Television Broadcasters Assn. at a TBA board meeting Friday afternoon. He succeeds Robert L. Gibson, vice-president of General Electric Co.

Hook them...then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost, misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore . . . W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying . . . he's using *coverage*, *popularity*, and *cost*. Using the sane 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest number of listeners per dollar spent.

If you have something to sell in this 6th largest market . . . W-I-T-H is your best bet.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

NLRB Issues Complaint Against Nets

Hearing Ordered Jan. 30 On Platter Turner Controversy

A CONSOLIDATED complaint against NBC and Blue Networks was issued last week by the National Labor Relations Board and a hearing was ordered Jan. 30 in New York to answer charges of unfair labor practices filed by the National Assn. of Broadcast Engineers & Technicians (NABET).

The American Federation of Musicians was named as a party to the complaint, which charged that, notwithstanding the Board's certification of NABET as the bargaining unit for turntable operation, the AFM "has persisted" and "has made demands" for the purpose of obtaining platter-turning jurisdiction.

The Board's action, taken within three days after it received charges filed by NABET [BROADCASTING, Jan. 16], reviewed the jurisdictional claims of the two unions in the representation case before it, the Board's certification of NABET, the refusal of the networks to abide by the certification, and the position taken by the nets as set forth in letters from Niles Trammell, NBC president, and Mark Woods, Blue president, to Allen T. Powley, president of NABET.

Unfair Practices Cited

"The activities of each of the respondents," the formal complaint asserted, "have a close, intimate and substantial relation to trade, traffic and commerce among the several states and tend to lead to labor disputes burdening and obstructing commerce and the free flow of trade.

"The acts of each of the respondents . . . constitute unfair labor practices affecting commerce within the meaning of Section 8, subdivisions (1) and (5) and Section 2, subdivisions (6) and (7) of the Act."

The complaint referred to NBC as owning six stations (WEAF WMAQ WRC WTAM KOA KPO) and studios in Los Angeles, operating various shortwave, television and experimental broadcasting stations, and "feeding its network programs over wire lines to approximately 140 broadcasting stations in the U. S., Canada, Hawaii and Cuba". It referred to the Blue as owning four stations (WJZ WENR KGO KECA) and having 191 affiliates.

The complaint alleged:

That prior to Nov. 24, 1944 a majority of the technicians at NBC and Blue designated NABET as their representatives for collective bargaining.

That on Nov. 24, 1944 the NLRB certified NABET as the exclusive representatives of the technical operations, including turntables.

That AFM was a party to the proceedings.

That AFM "urged upon the Board that it should have jurisdiction over operation of 'on the air' playback equipment, more commonly known as 'platter turners' or turntable operators and that musicians units should be limited to each station of the respective respondents."

That notwithstanding certification by the Board on Nov. 4, 1944, "AFM has persisted in its contentions that the so-called platter turners or turntable operators be treated by the respective respondents as part of the musicians units and has made demands upon the respondents that they bargain with AFM with respect to the wages, hours, terms and conditions of employment of said platter turners or turntable operators".

That at various times since Nov. 24, 1944 and particularly on or about Jan. 3, 1945 NABET requested each of the respondents to bargain collectively with it in respect to rates of pay, wages, hours of employment or other conditions of employment, as the exclusive representatives of all of the employes of the respective respondents.

That at all times since Nov. 24 each of the respondents "has refused and it continues to refuse to bargain collectively with NABET" as the exclusive representative of all the employes in the technical units of the nets.

That on or about Jan. 6, 1945 the respondents transmitted letters to NABET (attached to complaint) in which the networks stated in writing their reasons for refusal to bargain.

That by these acts "each of the respondents did interfere with, restrain and coerce and is interfering with . . . its employes in the exercise of the rights guaranteed in Section 7 of the (National Labor Relations) Act, and did thereby engage and is engaging in an unfair labor practice within the meaning of Section 8, subdivision (1) of the Act".

Trammell Letter

Mr. Trammell's letter revealed that shortly following the NLRB certification of NABET's jurisdiction over platter turning he received a letter from Mr.Petrillo insisting that NBC turn over this function to the musicians regardless of the NLRB action. Mr. Petrillo stated in this letter:

I do not wish to enter into an agreement on the merits of the jurisdiction, but I think I am within my rights in saying that NABET's claim that it is an independent non-dominated unit is not substantiated by the facts and the record. Had this been a "complaint" case before the NLRB I feel sure that we would have established that NABET is a dominated organization. Of course such facts cannot be established in a representation case, which was the character of the case before the Board. . . .

I think the only fair thing to do is to cause NABET to release jurisdiction over this class of work. Unless that is done we shall be plunged into another controversy.

(*Continued on page 58*)

From Bomber

RECORDING of an actual Army acceptance test flight of Boeing B-29 Superfortress No. 4469752 was made Jan. 15 over KFH Wichita, at 5:45 p.m. George Gow, KFH news editor made the flight and recorded the highlights of the test by shortwave from 25,000 ft. above the city. Outside temperature during the flight was 18 below zero, but inside the pressurized Fortress the temperature was 55 above zero. Lt. Col. R. G. Vaughan, AAF, was in command of the test flight. The Army accepted the plane at the completion of the flight.

Relay Networks Operating on 1900 mc Along Airlines Are Asked by Raytheon

APPLICATIONS for construction permits for two relay experimental stations above 1900 mc, the first in a proposed nationwide network, were filed last week with the FCC by the Raytheon Mfg. Corp., in line with its plans for a transcontinental relay network along airline routes, disclosed last October during the FCC allocation hearing [BROADCASTING, Nov. 6].

Indicating its intention to aid the development of television, the Commission on Tuesday granted construction permits to Philco Radio & Television Corp., the Allen B. DuMont Labs. and P. R. Mallory & Co. for experimental television stations in Arlington, Va., Washington and Indianapolis. Frequencies below 300 mc are to be assigned by the Commission's chief engineer.

New York, Boston Stations

Raytheon proposes to make its prospective nationwide relay system available for television and FM networks, aeronautical safety, communications, traffic control and automatic position reporting, high-speed telegraph and facsimile and high-quality telephone service. The first two stations would be in New York and Boston.

Power of 100 w is proposed, with the stations using various emissions including A0, A1, A2, A3, A4, A5 and special, the latter possibly involving FM, time pulse and other methods of modulation which may be developed by Raytheon research engineers. Raytheon proposes to relay telephone, telegraph and facsimile services simultaneously with television and FM either on a point-to-point basis or between fixed points and mobile units.

The FCC already has granted construction permits for experimental relay stations to the AT&T, which proposes a New York-Boston system, and the International Business Machines Corp. and General Electric Co. for a Schenectady-New York-Washington network. [BROADCASTING, Nov. 13].

Under last week's grants for experimental stations, Philco proposes to use its Arlington outlet in conjunction with a Washington-Philadelphia relay system. The DuMont station will be located at the Hotel Harrington, 11th & E Sts., NW. P. R. Mallory & Co., manufacturer of radio equipment, proposes to use the station in connection with development of television equipment.

Pending before the Commission are applications of Western Union and Television Productions Inc., subsidiary of Paramount Pictures, for experimental relay stations, WU seeking channels above 2000 mc, and the Paramount organization asking for assignment below 300 mc.

Essential Statu Of Radio Retaine

WMC List Provides Induct Guide for 26-29 Age Grou

RENTENTION of broadcasting an essential activity was re firmed last week by the War Ma power Commission in a revised l sent to draft boards for use as guide in the induction of registra in the 26 through 29 age grou

Classifying activities as eith critical or essential, with reg trants to be inducted first fr the least important occupations the latter category, the list cluded radio broadcasting and te vision among essential communi tions services. Radio communi tions (radiotelephone and ra telegraph) was listed as critical.

Equipment Production Critical

Production of radios and ra equipment, radar and televis were called critical with vinyl transcriptions listed as essential.

The list covered 35 groups of tivities, about half of which devoted to production of war m terials and which are specified critical. No attempt is made to dicate the relative importance different occupations in the tivities but "all technical, scienti and research personnel" employ in the activities listed are decla by the Commission as being gaged in critical activities.

While the new list is to be plied only in the current induct of men in the 26 through 29 group, broadcasters were war not to depend on the list as a gu antee of protection against dra ing of older men. Deferments w granted by Selective Service, it emphasized, to tide employers only until replacements can trained. Broadcasters should prepared to replace their youn men with women or men over an official advised.

It appeared likely, however, t the list would protect essential tivities from loss of 4-Fs in event of legislation.

More Women in Indust After War Seen by R

EMPLOYMENT of women by dio manufacturers in the postw period will increase, according a survey made by the Radio M Assn. which revealed that pe time production will find a gre proportion of women emplo than in prewar days. Results of survey showed that women re sented 51.9% of the total emp ment of 86,173 in 1940 and represent 59.1% of the estima 145,266 workers at the end of first year of war production, w postwar employment of both and women is expected to be at l 68.6% greater than in 1940.

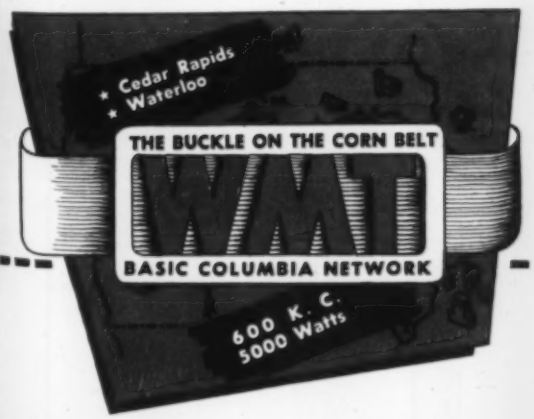
Number of women employed war production of radio and r soared 248.8% over 1940 of July-September. Women 64.6% of present employment timated at 241,286, the RMA s

Plant Your *Sales Seeds* with WMT

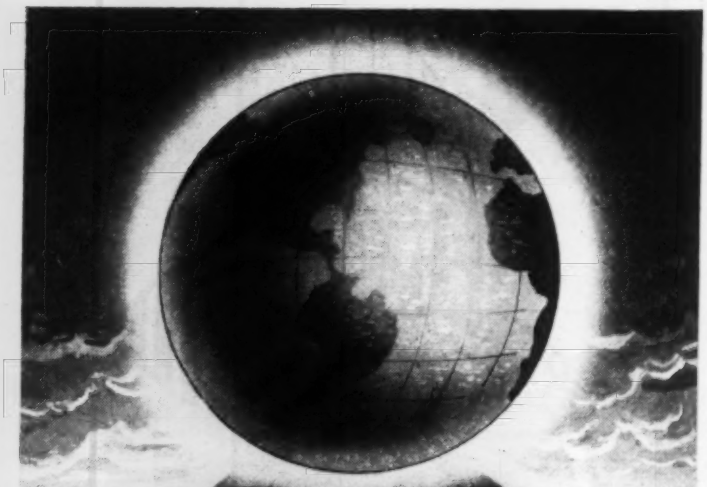
. . . and reap the results of Iowa's Biggest Corn Crop in History!

607,608,000 bushels of corn . . . that's what the farmers of Iowa produced in 1944—*and that's big business.* From this and other Iowa industry, $1,500,000,000, and probably more, was earned by the "corn country folks" in WMT's regular daytime listening area. Folks out here have money to spend for your product . . . sell them with WMT. At 600 kc with 5,000 watts WMT covers 320 miles in diameter . . . the largest primary listening area in the state of Iowa. Put WMT and Iowa on your next schedule.

WMT—the "Buckle on the Corn Belt" . . . the simplest, least expensive, most effective way to reach the rich "corn country folks" of Iowa.



Represented by the Katz Agency



ONE OF THE WORLD'S BETTER RADIO STATIONS

50,000 Watts and Blue

REPRESENTED BY JOHN BLAIR & CO.

WWVA

WHEELING, W. VA.

YOU CAN BANK ON US!

A FORT INDUSTRY STATION

Young & Rubicam Again Top Agencies With CBS Billing

YOUNG & RUBICAM again ranks first among agencies placing time on CBS during 1944, an analysis of the network's billings discloses. The Y&R billings totaled $7,966,037. J. Walter Thompson Co. is in second place with billings of $7,091,514 last year.

In third place is Dancer-Fitzgerald-Sample with $6,033,399. Other agencies with CBS billings over $2,000,000 follow: Ruthrauff & Ryan, $4,434,356; Biow, $4,057,915; Compton, $3,411,513; BBDO, $3,264,361; Foote, Cone & Belding, $3,040,127; Ted Bates Inc., $2,248,027; Wm. Esty & Co., $2,232,440; Benton & Bowles, $2,123,510.

General Foods had top CBS billing among sponsors with $5,537,409. Others in the first 10 list of sponsors were: Lever Bros. Co., $4,842,781; Procter & Gamble Co., $4,348,795; American Home Products Corp., $3,215,834; William Wrigley Jr. Co., $2,386,781; Sterling Drug Inc., $2,307,314; R. J. Reynolds Tobacco Co., $1,912,727; Standard Brands, $1,872,575; General Electric Co., $1,635,957; Colgate-Palmolive-Peet Co., $1,627,423.

May was the best month last ye for CBS, with billings totaling $ 848,018. Monthly billings in 19 follow:

January	$5,658
February	5,356
March	5,801
April	5,650
May	5,848
June	5,294
July	5,349
August	5,321
September	5,386
October	5,796
November	5,677
December	5,819

Industry classification summa of CBS network gross billings f 1944:

Automotive	$ 3,432
Building Materials	2,865
Cigars, Cigarettes, Tobacco	7,067
Clothing and Dry Goods	767
Confectionery and Soft Drinks	3,205
Drugs and Toilet Goods	19,580
Financial and Insurance	626
Food and Food Beverages	15,925
House Furniture and Furnishings	951
Jewelry and Silverware	473
Lubricants and Fuel	1,792
Radios, Phonographs and Musical Instruments	1,941
Laundry Soaps and Household Supplies	3,572
Stationery and Publishers	1,299
Sports and Aircraft	224
Travel	61
Wines and Beers	1,849
Miscellaneous	779
Political	360
GRAND TOTAL	$66,791

CBS 1944 BILLINGS BY AGENCIES, SPONSORS

* Handled by More Than One Agency.

ADVERTISING ARTS AGENCY		
California Comm. for the Right to Work	$ 812	$
ALLIED ADV. AGENCIES		
Southern California Democratic Comm.—Downey	1,102	1
N. W. AYER & SONS, INC.		
Electric Co. Adv. Pgm.	651,924	
United Air Lines	18,954	
		670
BAKER ADV. AGENCY LTD.		
General Foods Corp.—Postum	15,176	
General Foods Corp.—Grapenuts & Grapenuts Flakes	12,648	
		27
TED BATES, INC.		
Colgate-Palmolive-Peet Co.—Palmolive Shave Cream	577,569	
Continental Baking Co.	705,288	
Standard Brands, Inc.—Coffee & Desserts	965,170	
		2,248
BATTEN, BARTON, DURSINE & OSBORN, INC.		
Armstrong Cork Co.	403,395	
Cream of Wheat Corp.	337,499	
General Electric Co.*	120,777	
B. F. Goodrich Co.	963,025	
Schenley Products Co.*—Cresta Blanca Wine	166,305	
Servel, Inc.	382,358	
E. R. Squibb & Sons	891,002	
		3,264
BEAUMONT & HOHMAN, INC.		
Pacific Greyhound Lines, Inc.	11,583	11
BENTON & BOWLES, INC.		
General Foods Corp.—Post's 40% Bran Flakes	793,981	
Post Toasties	546,005	
Maxwell House Coffee	163,119	
Prudential Insurance Co. of America	620,405	
		2,123
BIOW CO., INC.		
Democratic National Committee	148,999	
Englander Co.	165,750	
Eversharp, Inc.	782,443	
Hunt Bros.	2,106	
Lady Esther Ltd.	754,317	
Philip Morris & Co., Ltd.	1,412,707	
Procter & Gamble Co.—Lava	58,170	
Roma Wine Co.	530,274	
Schenley Products Co.*—Penicillin	177,513	
One Thousand Club of the United States of America	25,636	
		4,057
W. EARL BOTHWELL ADV. AGENCY		
American Home Products Corp.—Duff's Ready-to-Bake-Mixes	29,394	29
BOTSFORD CONSTANTINE & GARDNER		
Jantzen Knitting Mills	4,563	4
BRISACHER & VAN NORDEN		
Peter Paul, Inc.	36,972	36
BROOKS ADV. AGCY.		
Bekins Van & Storage Co.	38,281	38
FRANKLIN BRUCK ADV. CORP.		
Manhattan Soap Co.	33,180	33
BUCHANAN & CO.		
Soil-Off Mfg. Co.	13,752	
Seal-Cote Co.	3,510	
Texas Co.*	768,305	
		785
CAMPBELL-EWALD CO., INC.		
U. S. Rubber Co.	1,306,719	1,306
CLEMENTS CO., INC.		
Hudson Coal Co.	52,760	52
COCKFIELD, BROWN & CO.		
Campbell Soup Co.*	6,993	6

November 11, 1944
The Billboard
RADIO
St. Louis's Promotional Station
Show Buildup Station Credo
KXOK uses every listener-getting medium and proves that advertising sells ads
The Billboard
THE WORLD'S FOREMOST AMUSEMENT WEEKLY
GENERAL NEWS
FIRST '44-'45 DRAMA CRIX TAB
More NATIONAL RECOGNITION
CHICAGO, Nov. 4—No matter where you go in St. Louis and surrounding counties you see the advertising and promotion of KXOK, Blue Network, 5,000-watt affiliate of that city. If you're riding on a bus or streetcar, traveling in your own car, enjoying an evening at a movie theater, reading a newspaper or even working in a war plant, the promotional messages of this progressive, but youngest station in St. Louis make their impression upon you.
and
rivals the savvy and class of any network promotional office.
All Media Correlated
One noteworthy fact about the entire KXOK campaign is that the use of all media is correlated.
There are many ways, but it all can be best summed up by the statement that KXOK doesn't miss a bet.
The Spotlight is on KXOK Promotion!
In an article appearing in the November 11th issue of "The Billboard," radio station KXOK is highly commended for its promotion. The article points out that KXOK's promotional activity "rivals the savvy and class of any network promotional office."
KXOK believes in promotion. Moreover, this station believes in correlating its promotion in all media used for best results.
"The Billboard" article tells the complete KXOK promotion story . . . and, naturally, we're proud to be singled out in this manner, with national recognition for doing what everyone terms, a "top-notch job of promotion."
Ask KXOK or John Blair representatives for complete details of how KXOK "proves that KXOK advertising sells."
KXOK
SAINT LOUIS (1), MISSOURI
630 KILOCYCLES • 5000 WATTS • FULL TIME • BLUE NETWORK
Owned and Operated by the St. Louis Star-Times

HOOPER
Proves That
ONLY
WLAP
"DOES THE JOB"
IN
Lexington, Kentucky

HOOPER LISTENING INDEX
Fall, 1944 City Zone Lexington, Ky.
—Share of Audience—
Total Coincidental calls—this period 9,538

MORNING INDEX Monday Thru Friday 8 to 12 NOON	WLAP	"B"	"C"	OTHERS
	50.2	27.7	21.7	0.4
AFTERNOON INDEX Monday Thru Friday 12 to 6 P.M.	**WLAP**	**"B"**	**"C"**	**OTHERS**
	46.0	23.3	29.3	1.4
EVENING INDEX Sunday Thru Saturday 6 to 10 P.M.	**WLAP**	**"B"**	**"C"**	**OTHERS**
	24.2	39.7	35.8	0.3

OVER $60,000,000 . . .
. . . will be paid to Bluegrass tobacco growers before March 1st!

NUNN STATIONS
WLAP
LEXINGTON, KY.
WBIR
KNOXVILLE, TENN.
WCMI
ASHLAND, KY.
HUNTINGTON, W. VA.
KFDA
AMARILLO, TEX.

WLAP
A NUNN STATION

Blue Mutual
Lexington, Kentucky
J. E. Willis, Manager

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

COMPTON ADV. CO.	
Procter & Gamble Co.—Crisco	410,200
Ivory Soap	521,155
Duz	511,728
Ivory-Oxydol	1,939,540
Socony-Vacuum Oil Co.	28,890
COPLEY ADV. AGCY.	
Attorney General Comm.—F. D. Harrigan	125
COTTER ADV. AGENCY	
H. T. Cahill—Candidate for Gov. of Mass.	370
CRUTTENDEN & EGER	
Admiral Corp.	259,435
DANCER-FITZGERALD-SAMPLE	
American Home Products Corp.—Anacin	1,512,999
Anacin, Benefax	111,714
Anacin, Bisodol Mints	31,812
Anacin, Kolynos	142,877
Benefax	192,135
Bisodol	559,896
Kolynos	331,899
Kolynos, Anacin	199,650
Kolynos, Hill's Cold Tablets	103,458
General Mills Inc.—Softasilk, Kix	349,093
Cheeri-Oats	327,836
Proter & Gamble Co.—Oxydol	529,637
Sterling Drug Inc.—Bayer	783,853
Dr. Lyons	335,777
Phillips Dental	245,316
Phillips Tablets	275,447
D'ARCY ADV. Co.	
Coca Cola Inc.	520,720
HUGH A. DEADWYKER	
Constitutional Democrats of N. C.	575
DONAHUE & COE	
Grove Laboratories *	8,216
SHERMAN K. ELLIS CO.	
Quaker Oats Co.*	11,340
WM. ESTY & CO.	
Colgate-Palmolive-Peet Co.*—Super Suds	319,713
R. J. Reynolds Tobacco Co.	1,912,727
FLAGLER ADVERTISING	
W. Atlee Burpee Co.	12,892
FOOTE, CONE & BELDING	
American Tobacco Co.	1,037,713
Armour & Co.	295,792
Bourjois Inc.	716,868
Campbell Soup Co.*	765,171
Lockheed Aircraft Inc.	224,583
FURMAN, FEINER & CO.	
Liberal Party for Roosevelt, Truman & Wagner	908
GARDNER ADVERTISING CO.	
Pet Milk Sales Co.*	789,640
GARFIELD & GUILD	
Chemicals Inc.	2,942
Hunt Bros., Packing	25,948
Kay Jewelry Co.	10,018
GILLHAM ADVERTISING AGENCY	
Pet Milk Sales Co.*	10,710
GLASSER-GAILEY & CO.	
Colonial Dames Inc.	25,283
GRAND ADVERTISING	
Cudahy Packing Co.*	330,991
GREEN-BRODIE	
Business Men for Roosevelt Inc.	30,812
JOHN L. HALPIN	
Democratic State Committee of N. Y.	10,121
LESTER H. HARRISON ASSOC.	
National Independent Comm. for Roosevelt	5,681
HENRI, HURST & McDONALD	
Ballard & Ballard Co.	226,575
John Morrell & Co.	40,880
HILLMAN, SHANE & BREYER	
"42" Products Inc.	32,020
Hollywood Democratic Comm.	1,752
HIXON-O'DONNELL ADV.	
Day & Night Mfg. Co.	4,563
Hoffman Radio Corp.	10,179
Richfield Oil Co.	630
Stultz Sickles Co.	4,914
DUANE JONES Co.	
Manhattan Soap Co.	72,732
C. F. Mueller Co.	99,396
Republican National Comm.	131,414
Jos. Tetley & Co.	68,569
CLARENCE B. JUNEAU	
Citizens Comm. Against Prop. No. 12	812
H. W. KASTOR & SONS ADV. CO.	
Welch Grape Juice Co.	110,027
JOSEPH KATZ CO.	
American Oil Co.	285,092
Maryland Pharmaceutical Co.	15,871
KENYON & ECKHARDT	
Southern Cotton Oil Co.	407,566
KNOX REEVES ADV. AGCY.	
General Mills,*—Wheaties	276,722
Bisquick	215,782
ARTHUR KUDNER INC.	
U. S. Tobacco Co.	411,504
LAKE-SPIRO-SHURMAN	
Plough Inc.	29,342
LENNEN & MITCHELL	
Andrew Jergens Co.	21,411
P. Lorillard Co.	149,849
ADDISON LEWIS & ASSOC.	
Minneapolis-Honeywell Reg. Co.	334,626
LONG ADV. SERVICE	
Calif. Prune & Apricot Growers Assn.	16,432
Gallenkamp Stores Co.	3,476
McCANN-ERICKSON	
Chesebrough Mfg. Co.	656,706
Coldstream Products	6,699
Dwight Edwards Co.	10,721
Pacific Coast Borax Co.	432,990
Pillsbury Mills Inc.	214,304
MAXON INC.	
General Electric Co.	1,394,579
Gillette Safety Razor Co.	161,387

THE TIME to spring into action is all the time, as far as Weed & Company is concerned. Delivering good times on good stations, Weed treats time as its full-time business, which means *more* business for its stations.

Alert, radio-wise Weed men, on the job from coast-to-coast, make time mean money to all stations that carry the letterhead line "Nationally Represented by Weed & Company." Alert stations know that when Weed handles it, "time will sell!"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL STATE

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

WPTF
(CARRYING N.B.C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

ARTHUR MEYERHOFF & CO.		
Consolidated Royal Chemical Co.	11,792	
Wm. Wrigley, Jr. Co.	1,686,727	
		1,698,519
C. L. MILLER CO.		
Corn Products Refining Co.	496,428	
Curtiss Candy Co.	257,975	
		754,403
DAN B. MINER CO.		
Wilshire Oil Co.	7,308	7,308
RAYMOND R. MORGAN CO.		
Los Angeles Soap Co.	117,086	117,086
MORSE INTERNATIONAL		
Vick Chemical Co.	294,020	294,020
KELLY NASON INC.		
H. Basch & Co.	7,722	7,722
NEWELL-EMMETT CO.		
Liggett & Myers Tobacco Co.	1,520,922	1,520,922
PACIFIC NATIONAL ADV. AGENCY		
Washington Cooperative Egg & Poultry Assn.	11,357	11,357
PEDLAR & RYAN		
Procter & Gamble Co.*—Camay	198,171	
Camay & Ivory Flakes	180,194	
Sterling Drug Inc.*—Ironized Yeast	545,561	
		923,926
SAYRE M. RAMSDELL ASSOC.		
Philco Corp.	10,216	10,216
ROCHE, WILLIAMS & CLEARY		
Lewis Howe Co.	465,264	465,264
RHOADES & DAVIS		
Yellow Cab Co.	20,706	20,706
ELWOOD J. ROBINSON ADV. AGCY.		
Hollywood for Dewey Comm.	1,867	1,867
RONALDS ADVERTISING AGCY.		
Texas Co.*	43,635	43,635
RUTHRAUFF & RYAN		
Chrysler Corp.	782,064	
Emerson Drug Co.	772,800	
Lever Brothers Co.—Rinso	961,352	
Spry	640,238	
Noxzema Chemical Co.	438,167	
Quaker Oats Co.	718,375	
Sterling Drug Inc.*—Ironized Yeast	121,360	
		4,434,356
SCHWIMMER & SCOTT		
Schutter Candy Co.	3,323	3,323
RUSSEL M. SEEDS CO.		
Grove Laboratories Inc.*	26,375	
Mennen Co.	256,198	
		282,573
SHERMAN & MARQUETTE		
Colgate-Palmolive-Peet Co.*—Colgate Tooth Powder	716,627	716,627
SORENSON & CO.		
Bowey's Inc.	218,456	218,456
SPITZER & MILLS		
Colgate-Palmolive-Peet Co.*—Colgate Tooth Powder	13,514	
Quaker Oats Co.*	50,298	
		63,812
BARTON A. STEBBINS INC.		
Ben Hur Products	22,869	
Packard Bell Co.	25,272	
Signal Oil Co.	49,255	
		97,396
J. D. TARCHER & CO.		
McKesson & Robbins Inc.	19,596	19,596
WADE ADVERTISING AGENCY		
Miles California Co.	61,425	61,425
J. WALTER THOMPSON CO.		
P. Ballantine & Sons	233,316	
Bank of America	6,090	
Elgin National Watch Co.	47,968	
Johns-Manville Corp.	863,730	
Lamont, Corliss & Co.	18,252	
Lever Brothers Co.—Lux	1,173,091	
Vimms	653,649	
P. Lorillard Co.	621,663	
Owens Illinois Glass Co.	964,919	
Parker Pen Co.	516,616	
Standard Brands Inc.—Fleischmann's Yeast	455,514	
Tenderleaf Tea	451,891	
Western Sugar Refinery Co.	38,961	
J. B. Williams Co.	345,800	
Wm. Wrigley Jr. Co.	700,054	
		7,091,534
WALKER & DOWNING		
Allegheny-Ludlum Steel Co.	148,542	148,542
WALLACE-FERRY-HANLY CO.		
Campana Sales Co.	58,634	58,634
WARWICK & LEGLER		
Pabst Sales Co.	712,107	712,107
ERWIN, WASEY & Co.		
Barbasol Co.	7,917	
Planters Nut & Chocolate Co.	91,563	
		99,480
ARMAND S. WEILL CO.		
Johnstone Drug Co.	7,540	7,540
WM. H. WEINTRAUB & CO.		
Anchor-Hocking Glass Co.	544,677	
Schenley Products Co.*—Cresta Blanca Wine	227,640	
		772,317
GEORGE M. WESSELLS ADV. AGCY.		
Union Ice Co.	4,060	4,060
WESTERN ADVERTISING AGCY.		
Soil-Off Mfg. Co.	28,098	28,098
WARD WHEELOCK CO.		
Campbell Soup Co.*	804,309	804,309
YOUNG & RUBICAM		
Celanese Corp. of America	756,093	
General Electric Co.	120,601	
General Foods Corp.—Birds Eye Frosted Foods	386,510	
Calumet, Swansdown	577,065	
Gaines Dog Food	31,636	
Grapenuts Flakes, Wheatmeal	907,598	
LaFrance & Satina	350,868	
Post Raisin Bran	93,438	
Postum	506,509	
Maxwell House Coffee	50,535	
Jell-O, Jell-O Pudding, Sanka	916,738	
Sanka, SureJell	185,583	
Goodyear Tire & Rubber Co.	380,702	
Gulf Oil Corp.	556,264	
International Silver Co.	420,106	
Johnson & Johnson	311,340	
Lever Brothers Co.—Swan	1,414,451	
		7,966,037
GRAND TOTAL		$66,791,319

Not even in state election board headquarters is the set-up as complete as in the editorial rooms of The Oklahoman and Times on election night. City, county, state and national returns from this source are invariably first on the wires.

Covering 2,800,000 highway miles a year, Oklahoma Publishing Company owned Mistletoe Express Service keeps dealers' stocks fresh in 409 Oklahoma cities and towns . . . furnishes subscribers with their Oklahoman and Times only minutes old.

GEARED TO 1945 Speed

Ranking right along with such network commentators as Morgan Beatty, Robert St. John and Kaltenborn among Oklahoma listeners is WKY's own staff of newscasters who contribute toward the station's complete news coverage, local and national. Ten regularly scheduled daily news periods round out WKY's service to listeners.

When business gets the green light along the post war highway, don't overlook the Oklahoma Publishing Company's four lane approach to merchandising problems in the Oklahoma City market. If you prefer newspapers, there's the Oklahoman and Times. If it's the farm market you are after, you have The Farmer-Stockman. If radio is your favored medium, use WKY. If product distribution is a problem, remember Mistletoe Express. BUT, if you want to do the maximum job with the least effort, coordinate the four in a single package.

You can't edit a farm paper from an office chair! That is the theory upon which The Farmer-Stockman editorial policy is written. That is why Farmer-Stockman editors spend so much time in the field, gathering farm stories, counseling with farm leaders to quicken the pace of Oklahoma and Texas farm progress.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

WRGB ANNIVERSARY NOTES RELAY PLAN

IN A program Jan. 12 at Schenectady commemorating the fifth anniversary of the television network inaugurated by General Electric Co., Paul L. Chamberlain, transmitter sales manager of GE's electronics department, told the WRGB television audience that five companies have already indicated intention of providing video relay facilities after the war. One of the companies, International Business Machines Corp., will install its initial circuit connecting Schenectady with New York, Mr. Chamberlain said.

Participating in the anniversary program was Niles Trammell, NBC president, who spoke and was televised from New York and Robert S. Peare, GE vice-president in charge of advertising, publicity and broadcasting, who spoke from the WRGB studios.

Bracken Lineup

STANDARD BRANDS, New York (Fleischmann's Yeast, Blue Bonnet margarine), on Feb. 4 starts a half-hour comedy series starring Eddie Bracken on 132 NBC stations, Sunday, 8:30-9 p.m. (EWT). Packaged by Mann Holiner, Hollywood freelance producer, at reputed price of $15,000 per week for talent, program takes over network time now held by *One Man's Family*. Robert Riley Crutcher has been signed as head writer, with Holiner producing. Remainder of talent line-up has not been announced. *One Man's Family*, also sponsored by Standard Brands, on Jan. 30 shifts to Blue stations, Tuesday, 7:30-8 p.m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). Latter series will advertise Tenderleaf Tea, with J. Walter Thompson Co. servicing account. Kenyon & Eckhardt, New York, handles yeast and margarine accounts.

Overall Acceptance of Blue Programs Is Goal of Net's New Promotion Policy

OVERALL acceptance of Blue programs and Blue stations is the major goal of the network's new promotion policy, Fred Smith, director of advertising and promotion, states in a broadside presentation sent last weekend to Blue affiliates. Policy is explained in an eight-point outline:

1—About the first of each month the Blue will send stations all planned promotion for the month, except for interim emergency material, which will be kept to a minimum so stations' monthly prescheduling will hold up.

2—Concentration increases promotion's effectiveness, so stations should expect more "package promotions" like the 60-day Sunday night job. Asking stations to give these promotions priority over everything else, Mr. Smith suggests that they follow the Blue priority system: 1. the major promotion; 2, new shows; 3, old shows moving to new time; 4, old shows with new opposition; 5, special events.

3—A monthly management bulletin "wi keep you up on the national picture, o our progress as a network—and you progress as part of it."

4—Special bulletins about emergency o interim problems will tell stations wha the Blue is doing about them at its M & O stations, providing a model for station fo lowups.

5—Blue will prepare several types of ad vertising: Program promotion, ads fo newspapers and national magazines, pro vided in mat form; spotlight ads for sta tion use; institutional ads when strateg for station information, furnishing mat on request; network trade ads to be sen to stations.

6—Co-op promotion, which will be "stepped up", is now a complete uni

7—"Our own air is our best promotion medium: To supply you with better recorded and live announcements, the promotion and program departments are setting up a special group to specialize in this work. We are going a step further. We are scheduling announcements, in advance, on M & O stations and are setting aside a certain number of network breaks for this purpose. We recommend this wherever possible as good, sound advertising procedure to help build listeners. We have taken one further step—we are using our sustaining programs to promote Blue commercial shows."

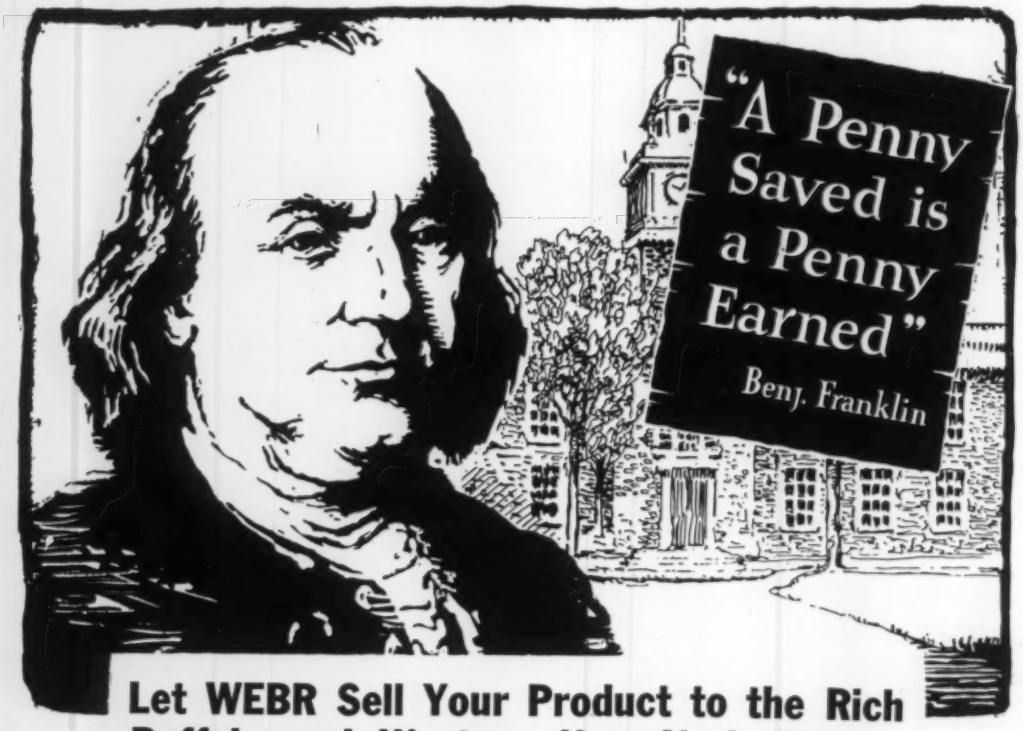
8—Merchandising will be important. Stations are asked to help set a pattern and then help get it working.

Asked about the operation of this new policy, Mr. Smith said that every effort would be made to promote sequences rather than single programs, with the goal of getting people to listen to the Blue throughout an entire morning or afternoon or evening instead of tuning in one Blue program and then switching to another station.

* * *

JOHN COBURN TURNER, formerly script editor of the Blue, has been made head of the new program promotion division of the Blue program department and will be responsible for all promotion on the air of the network and its programs, Hubbell Robinson Jr., vice-president in charge of programs and production, announced.

Three writers—Juliet Glen, formerly of Compton Adv., and recently resigned from the Red Cross; Marjorie Duhan, also from Compton; Patsy Cristy, formerly a researcher for Isabel Manning Hewson—will be associated with Mr. Turner in the new division, which will work closely with the network's promotion and advertising department. Elinor O'Connell, formerly of the Blue spot and political sales staff, will handle traffic details as assistant to Mr. Turner.



Let WEBR Sell Your Product to the Rich Buffalo and Western New York Market

No need to pay fancy prices to tell your story to the Western New York Market! 65% of the population and 70% of the total retail sales of the eight county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO . . . well within WEBR'S primary service area.

BUFFALO Courier-Express STATION

WEBR does it at LOWEST! COST

MUTUAL NETWORK

Nationally Represented by WEED & CO.

WING

Dayton, Ohio

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

WEED & CO National Representatives

INDEX	WOWO	A	B	C	D	E	OTHERS
8:00 A. M. — 10:00 A. M. MON. THRU FRI.	55.7	14.0	16.6	4.4	1.5	1.2	6.6
10:00 A. M. — 12:00 N. MON. THRU FRI.	58.5	10.4	19.7	6.1	2.9	1.0	1.4
8:00 A. M. — 12:00 N. MON. THRU FRI.	57.4	11.9	18.4	5.4	2.3	1.1	3.5
12:00 N. — 3:00 P. M. MON. THRU FRI.	43.4	22.8	16.3	9.9	2.0	1.6	4.0
3:00 P. M. — 6:00 P. M. MON. THRU FRI.	45.0	34.0	8.3	3.2	2.7	1.0	5.8
12:00 N. — 6 P. M. MON. THRU FRI.	44.2	28.3	12.4	6.6	2.3	1.3	4.9

C. E. HOOPER, FORT WAYNE AUDIENCE MEASUREMENTS
(Period, Winter-Spring, 1944)

The lion's share . . . all day long

ON THIS Hooper showing, WOWO gets not only *more*, but *most*, of the radio listenership in the Fort Wayne Trading-area (as defined by Rand McNally), in the golden hours between 8 A. M. and six in the evening. A special study carried on in Fort Wayne and 8 intermediate cities; also in rural areas surrounding each city, showed more than half the sets in this area tuned to one station . . a record consistently maintained throughout the entire half-rural, half-urban primary of WOWO.

This exceptionally high Hooper rating, rural as well as urban, explains the enormous pulling-power of WOWO . . this, and the day to day alertness that has earned eight awards for outstanding efforts in the fields of promotion and publicity.

Sponsors of shows on WOWO are assured of a welcome for their product-stories in a majority of the radio homes in the prosperous WOWOland. WOWOland means 133 counties in three states . . plus Fort Wayne.

Your NBC Spot Salesman can bring to life the cold but convincing figures of the Hooper Index. Get the full story from him.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KEX • KYW • KDKA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WOWO
FORT WAYNE

Night-time listening i

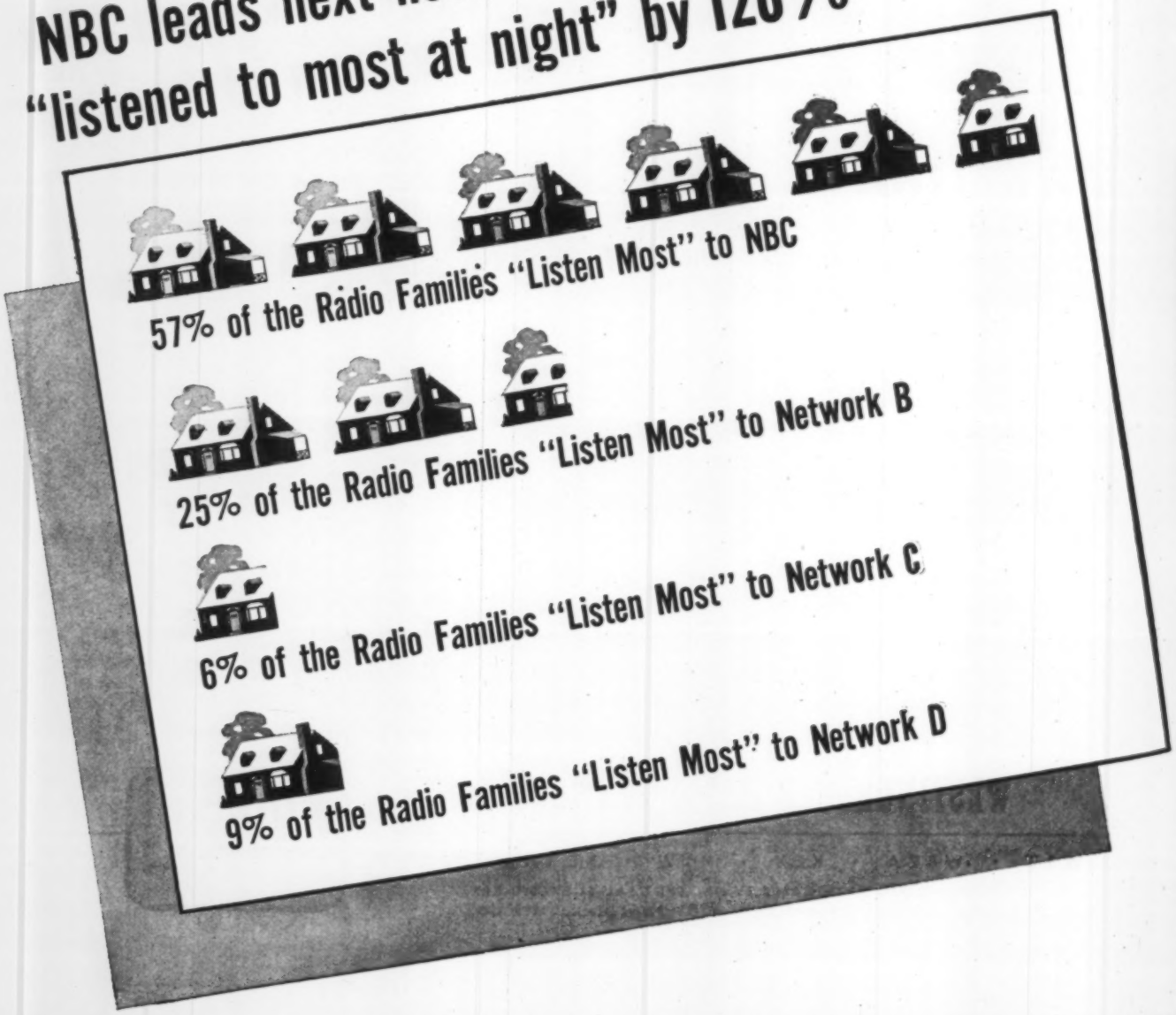
• FIRST of a series of reports from NBC's 1944 Nation-wide Survey of Listening Habits is just completed.

It contains details as to how the people in 1077 cities . . . all the U. S. cities of 10,000 population and over and accounting for 16,000,000 radio families or 56 percent of the nation's total . . . responded when they were asked: *"To which station do you listen MOST . . . at night, after 6:00 p.m.?"*

These pages give you the highlights. For complete information, write to the NBC Promotion Department for the booklet—"1077 Cities . . . and How They Listen at Night."

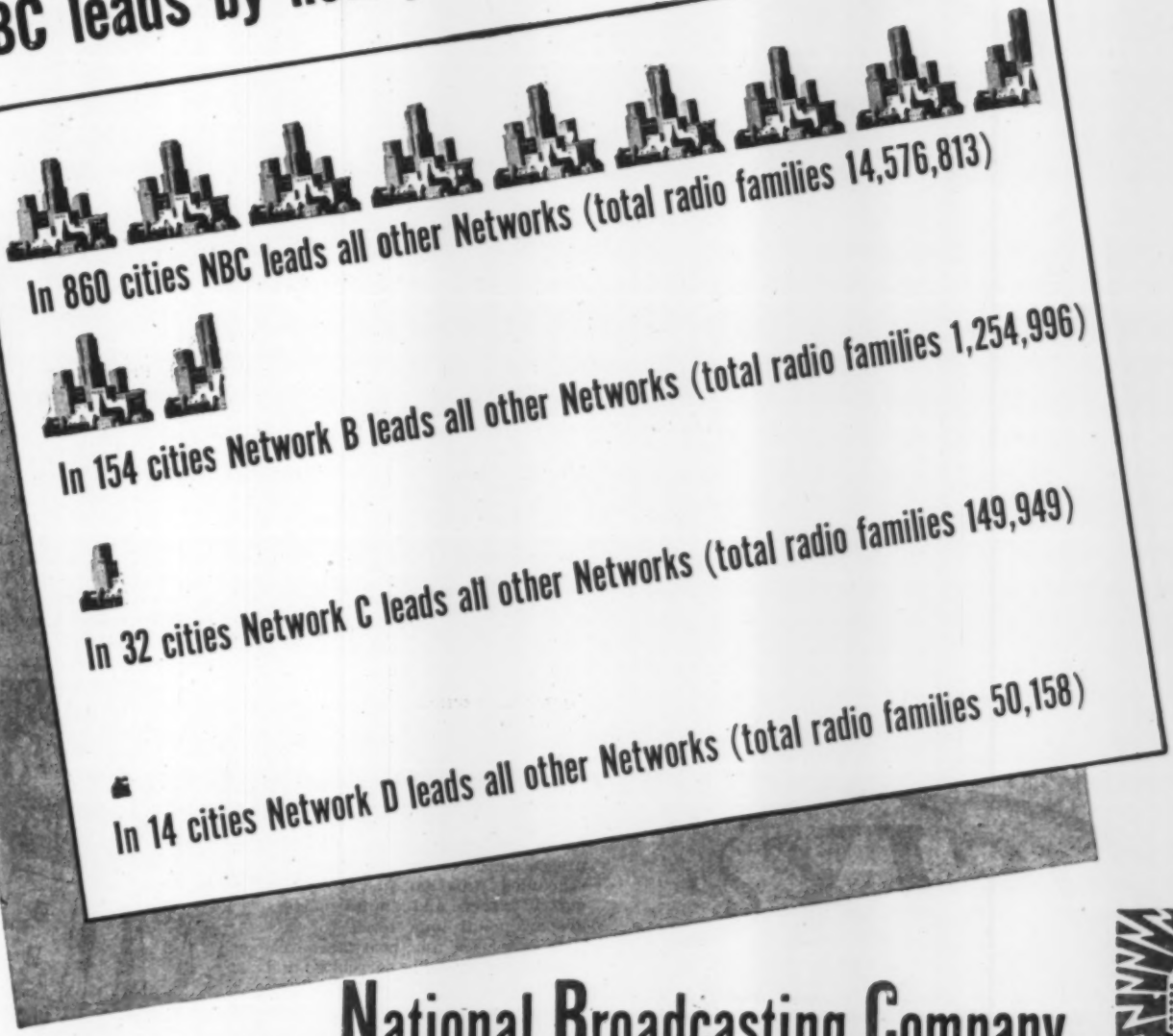
NBC leads next network in "listened to most at night" by 128%

and..


57% of the Radio Families "Listen Most" to NBC
25% of the Radio Families "Listen Most" to Network B
6% of the Radio Families "Listen Most" to Network C
9% of the Radio Families "Listen Most" to Network D

in 1077 cities

umming up by cities:
NBC leads by nearly 6 to 1


In 860 cities NBC leads all other Networks (total radio families 14,576,813)
In 154 cities Network B leads all other Networks (total radio families 1,254,996)
In 32 cities Network C leads all other Networks (total radio families 149,949)
In 14 cities Network D leads all other Networks (total radio families 50,158)

National Broadcasting Company

America's No. 1 Network

NBC

A Service of Radio Corporation of America

Where to make Sales at a Profit

and 6 good reasons why

1. Ample power—500 w.
2. Good spot on the dial—980 kc.
3. Thorough coverage of market.
4. Varied program schedule.
5. Large listening audience.
6. Best dollar for dollar value.

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

OWI PACKET, WEEK FEB. 12

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 12. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	--	--	--	—	--	X	X
Merchant Marine	X		--		--	—	--
The Job Ahead—Japan	--	X	--	X	--	--	--
Planned Saving	--	--	X	--	X	--	--
Paper Salvage	X	--	--	--	—	--	--
V-Mail	X	--	--	--	—	--	--
Support Rationing	--	X	--	X	--	--	--

See OWI Schedule of War Message 147 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Benoit Promoted At Westinghouse

Named V-P for Standard and Shortwave Broadcasting

PROMOTION of Walter E. Benoit to the vice-presidency of Westinghouse Radio Stations Inc., taking over substantial executive duties for all Westinghouse standard band and shortwave broadcasting facilities in anticipation of postwar expansion was announced last week by Walter Evans, vice-president of Westinghouse Electric & Mfg. Co. and head of the broadcasting subsidiary. Mr. Benoit continues as assistant to the vice-president, Radio & X-Ray Divisions, maintaining headquarters in Baltimore.

Mr. Benoit

In announcing the appointment, Mr. Evans said that Westinghouse now has five stations—KDKA KYW WBZ WBZA WOWO—broadcasting regular programs on FM and has applications pending before the FCC for television transmitters in Philadelphia, Pittsburgh and Boston.

Area Expansion

"In addition," he pointed out, "recent acquisition of KEX at Portland (Ore.) extends our responsibilities to the Pacific coast and special attention will be given KEX programming to incorporate those high standards of service which have been a hallmark of Westinghouse radio ever since KDKA presented the world's first regularly scheduled program just 25 years ago. It is these and similar matters of paramount importance to wartime operation and postwar development which will be correlated and expanded under Mr. Benoit's direction.

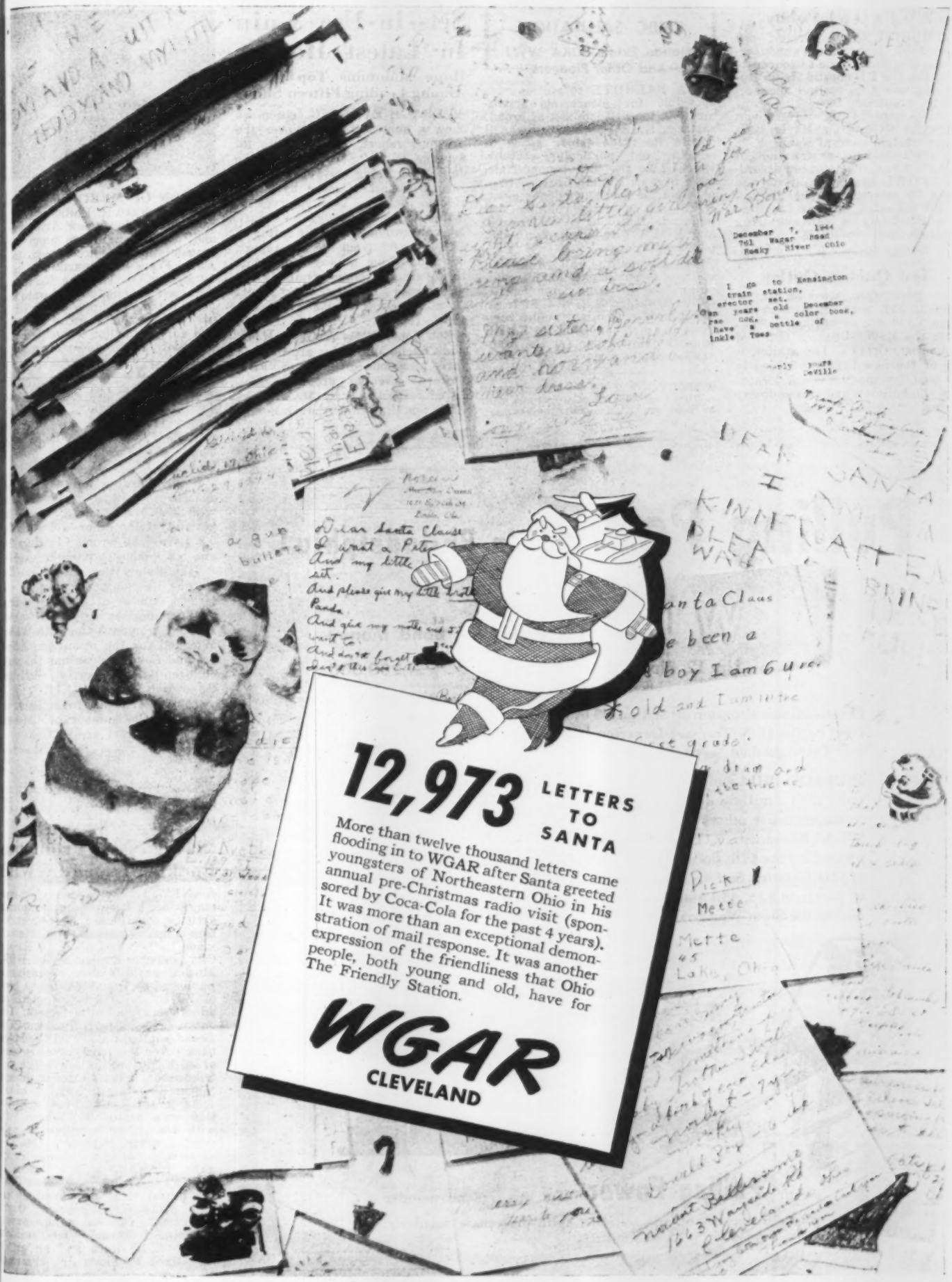
Mr. Benoit originally joined Westinghouse in 1916 in the accounting department of the Chicopee Falls (Mass.) plant. After two years in the Army Air Corps in World War I and three years with the Bureau of Internal Revenue he returned as cost accountant in the radio division of the East Springfield Works, becoming Division auditor in 1934. With the transfer of the Division to Baltimore in 1938 he planned and installed accounting operations to accommodate a wartime expansion which saw production skyrocket to 5100 times its prewar volume.

GE Continues Ken-Rad

GENERAL ELECTRIC Co. will continue to supply Ken-Rad tubes to Ken-Rad customers through established distribution channels, it was emphasized last week by GE officials in announcing that the Ken-Rad brand of tubes will be continued [BROADCASTING, Jan. 1]. The Ken-Rad group will be officially known as the Ken-Rad division of GE's Electronics Dept. It has been explained by GE to customers that Ken-Rad will now have the benefit of the GE engineering and research facilities.

Dutch Boy Quiz

NATIONAL LEAD CO., San Francisco (Dutch Boy paint), on Feb. 4 starts sponsoring a quiz barter type program, *Trading Post*, on 8 CBS Pacific stations, Sunday 5:30-5:55 p.m. (PWT). Contract is for 33 weeks. Art Baker will m.c. the audience-participation show with Tom Hargis assigned producer. Agency is Erwin, Wasey & Co., San Francisco.


12,973 LETTERS TO SANTA
More than twelve thousand letters came flooding in to WGAR after Santa greeted youngsters of Northeastern Ohio in his annual pre-Christmas radio visit (sponsored by Coca-Cola for the past 4 years). It was more than an exceptional demonstration of mail response. It was another expression of the friendliness that Ohio people, both young and old, have for The Friendly Station.
WGAR
CLEVELAND

WWJ's OWI Policy

ALTHOUGH WWJ Detroit has banned all transcribed announcements, it will continue to cooperate with the OWI Domestic Radio Bureau by using its station anouncements prepared from live copy material sent by the Government agency, a letter from Harry Bannister, station general manager, to the OWI said in explanation of WWJ's policy. The station, according to OWI, has generally carried about 70 messages weekly instead of the allocated 63 and has used them effectively on both sustaining programs and newscasts.

New Quebec Outlet

CJSO Sorel, Que., went on the air officially Jan. 6 at 7 p.m. with 100 w on 1,400 kc., according to word from the Radio Branch, Dept. of Transport, Ottawa. The station is one of the new licensees issued in the past few months and is located in a shipbuilding and war industry center.

KMBC SALUTATION

Station Extols KDKA WWJ And Other Pioneers

AS A SALUUTE to stations responsible for pioneering attainments in the development of broadcasting, KMBC Kansas City will devote its trade paper space to singling out particular stations which gave the first commercials, were first with chain broadcasting, and had the first news department. KMBC is currently running full page ads featuring WWJ Detroit and KDKA Pittsburgh, two early pioneer stations.

Letters inviting all American stations to participate in this campaign have gone out from KMBC under signature of E. P. J. Shurick, director of promotion, public relations and merchandising for KMBC who was responsible for the preparation of the series.

A MEETING of the Canadian Broadcasting Corp. Board of Governors will be held at Ottawa Jan. 29-30.

Sets-In-Use Gain In Latest Hooper

Hope Maintains Top Rating Among Leading Fifteen Shows

AVERAGE EVENING sets-in-use show a substantial gain over the previous report, rising 3.2 to an average of 32.9, according to the Jan. 15 evening network Hooper ratings report released by C. E. Hooper Inc., New York. Average remains 0.6 below last year's report. Average evening audience rating of 10.3 is up 0.8 from the last report, down 0.9 from a year ago, while the average evening available audience rose 1.2 from the last report to 80, a drop of 0.8 from last year's report.

Bob Hope, *Fibber McGee & Molly*, and Charlie McCarthy, are the first three programs in the list of "First Fifteen" evening programs, followed respectively by *Mr. District Attorney*, Bing Crosby, Jack Benny, Walter Winchell, Joan Davis w… Jack Haley, *Radio Theatre*, K… Kyser (1st half-hour) Abbott … Costello, Eddie Cantor, Hildegar… *Your Hit Parade* and *Aldri… Family*.

Radio Theatre has the highe… sponsor identification index—91… with 90.9 giving the correct pro… uct; 0.1 giving other identificati… 0.8 giving the wrong identificati… and 8.2 unable to name a spons…

Jack Benny ties with *Your H… Parade* as the program with t… largest number of women listene… per listening set with 1.61; Gabri… Heatter (Sunday) ties with Walt… Winchell for the most men liste… ers and *Lone Ranger* has the mo… children listeners per set, the latt… three each achieving 1.11.

Top-ranking programs listed … terms of the number of listene… per listening set are as follows:

	Women	*Men*	*Children*	*To…*
Blondie ------	1.47	0.85	0.98	1.…
Jack Benny --	1.61	0.97	0.51	1.…
Your Hit Parade ----	1.61	0.88	0.55	1.…
Kate Smith---	1.45	0.89	0.68	1.…
Quiz Kids ----	1.45	1.01	0.55	1.…

LEGION OF MERIT is pinned … T/Sgt. Howard H. Falberg, WAC… Syracuse engineer now Army pre… and radio engineer supervisi… transmission of broadcasts fro… Allied Force Headquarters in Ita… by Brig. Gen. Thoburn K. Brow… Rome area commander. Award w… made for the building of the stud… used by commentators in that ar… and for perfecting techniques us… in recording broadcasts from o… erating combat bombers.

'Swing', New Promotio… Booklet, Issued by WH…

A NEW, pocket-size, digest-ty… magazine, titled *Swing*, featuri… articles contributed by comment… tors regularly heard on Mutu… made its bow last week in Kans… City under the auspices of WH… Mutual outlet there. Magazine … published by Donald D. Davis, he… of WHB, and will be circulated … advertisers and timebuyers. T… out-of-town edition will be known … *Trend*, and will carry on the insi… back cover the local advertiseme… of each Mutual station which di… tributes it. Jetta Carleton, form… continuity editor at WHB, is edito…

As a test, newsstand distribu… tion was begun in Kansas Cit… with 228 outlets handling the pu… lication, which enjoyed a 45% sa… at twenty-five cents a copy in s… days. In addition to "Where … Go—What to See in Kansas City… the initial issue contained an a… ticle about Vice-President Harr… S. Truman, a speech on newspaper… and radio by former Vice-Presiden… Henry A. Wallace and an articl… by Alfred P. Sloan Jr., chairma… of the board of General Motors.

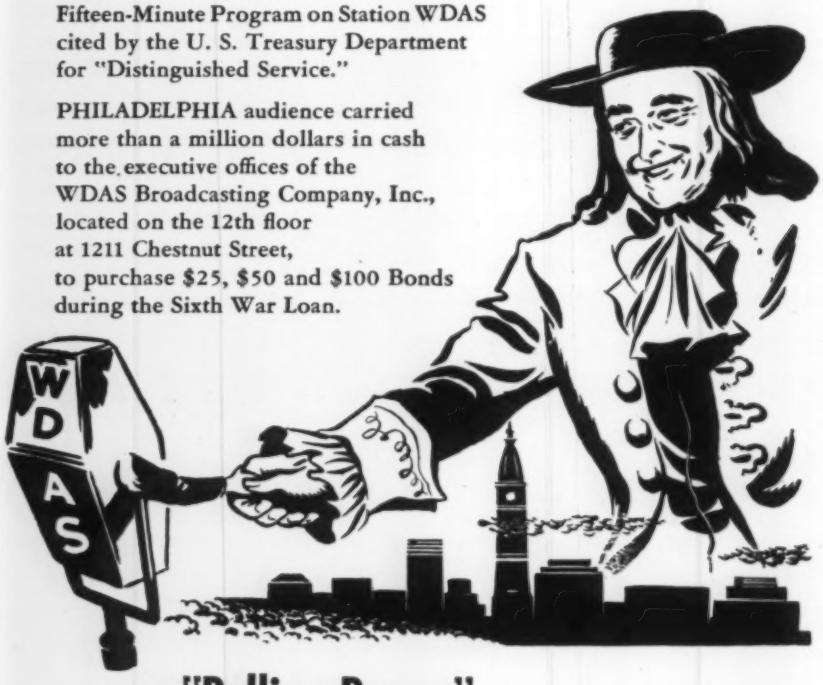
Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.



With **"Pulling Power"** like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Congratulations, Neighbor on a Good Job, Well Done!

WOW
OMAHA
addresses an
open letter
to
WHO
DES MOINES

RADIO STATION WOW, INC. • 590 KC. • 5000 WATTS • BASIC NBC • INSURANCE BLDG., OMAHA

November 15, 1944

Mr. J. O. Maland
Radio Station WHO
Des Moines 7, Iowa

Dear Joe:

We at WOW take this occasion to congratulate you at WHO upon the superlatively well done job of radio audience research reflected in the 1944 Iowa Radio Audience Survey.

It is, in our opinion, the finest compendium of radio audience facts and figures that has so far been compiled from any source. Naturally, we are not unhappy to find that WHO's figures reveal a substantial audience for WOW in Western Iowa counties, this confirming our own surveys.

We believe that every time-buyer in America should study this very complete WHO 1944 Iowa Radio Audience Survey.

Cordially yours,

RADIO STATION WOW, INC.

JJC:CL

John J. Gillin, Jr.
President

Now Presenting The **NBC** *1944-'45 "Parade of Stars"*

TYPICAL MIDWEST FARMER FETED

Cowles Broadcasting Co. Host to Ettesvolds During Inaugural in Washington

AS HIS reward for being chosen "Typical Midwest Farmer" out of 8,500 entrants, Anton Ettesvold, 67-year-old dirt farmer from Morris, Minn., was feted royally at the Hotel Statler Jan. 17 as part of his week in Washington as guest of the Cowles Broadcasting Co., along with Mrs. Ettesvold, their daughter, Nina, and one of their Army sons, Capt. Winfred L. Ettesvold, who is stationed in Washington. Dinner was one of the highlights of the Ettesvolds' week in Washington, climaxed by attendance at the Roosevelt inauguration Saturday.

During their stay in Washington Mr. & Mrs. Ettesvold were interviewed by WOL and transcriptions sent back to WNAX for rebroadcast. One day they went to the Army's Walter Reed General Hospital where they met some boys from the WNAX five state region. Recordings were made at the hospital.

Mr. Ettesvold was born and raised on a farm near Morris, in Stevens County, Minn., the same farm he owns today. He purchased it in 1904 after renting it for five years previously. The Ettesvolds have ten children, five of them in the service. An eleventh son was killed in action in Germany. A leader in the first and second War Bond Drives, Mr. Ettesvold is chairman of the Stevens County defense board.

Guests at the Wednesday banquet included:

Sen. Chan Gurney (R-S. D.) and Mrs. Gurney; Sen. Joseph Ball (R-Minn.) and Mrs. Ball; Sen. Hanrik Shipstead (R-Minn.) and Mrs. Shipstead; Sen. Harlan J. Bushfield (R-S. D.) and Mrs. Bushfield; FCC Commissioner Ray C. Wakefield and Mrs. Wakefield; Commissioner Norman S. Case and Mrs. Case; Willard Egolf, NAB director of public relations; Arthur Stringer, NAB director of promotion; Howard Frazier, NAB director of engineering.

SIGNING the register at Washington's Hotel Statler is farmer Ant M. Ettesvold, who is visiting the Capital for the inauguration as the gu of WNAX Yankton, S. D., which chose Mr. Ettesvold out of more th 8,500 farmers as "typical midwest farmer". Others in the picture a (l to r): Merle Jones, general manager of WOL Washington, a Cow station; Rodney Harman, Statler Hotel; Mr. Ettesvold; Mrs. Ettesvo Nina Ettesvold; Don Inman, vice-president and general manager, WNA Mrs. Inman; Mrs. James Allen; Mr. Allen, WNAX promotion manag

KCRC Enid Okla. is now represented by Taylor-Howe-Snowden. Station was formerly represented by John Pearson Co., Chicago.

BBM's 49 Members

BUREAU of Broadcast Measu ment, Toronto, formed a year ago the Quebec annual meeting of t Canadian Assn. of Broadcaste reports it has a membership of Canadian stations, including the Canadian Broadcasting Corp. st tions. This accounts for 52% of Canadian stations. BBM will ha printed maps and reports on m BBM member stations ready at t end of January.

New Hires Show

CHARLES E. HIRES Co.'s n Blue Network show starting Ja 24, Wednesday, 10-10:30 p.m., w be titled *Hire's Ice Box Follie* tying in with promotion for Hir Root Beer, and will be directed Jack Rourke. Wendell Niles a Don Prindle, comedy team, will supported by Billy Mills' band a Gale Robbins, vocalist. Agency N. W. Ayer & Son, New York.

AMA Names Hurd

ARTHUR HURD, director of me research, J. Walter Thompson C has been elected president of the N York chapter of the American M keting Assn., succeeding D. E. Rob son, of Pedlar, Ryan & Lusk. Ot officers include George H. Allen, Co erative Analysis of Broadcasting v president; Margaret C. Booss, McCa Erickson Inc., secretary, and James Mahoney, MBS, treasurer. The follo ing were elected to the board directors: Paul W. Stewart, Stewa Brown Assoc.; Dr. Ralph Rindfu Fact Finders Inc.; and H. A. Re mond, Metropolitan Life Insura Co. Donal E. West, McCall Corp., w appointed general chairman of cussion group meetings, assisted Caroline E. Aber, of *McCall's* as g eral secretary.

★

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★

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night —*all* night.

★

"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

Music by Day — Mutual at Night

Yep—that's the way it was way back there 19 years ago when KCKN first took the air (as WLBF in those days). And ever since then, KCKN has been a one-market station—the *Greater Kansas City market.*

Believing that whopping Greater Kansas City is worthy of all its attention, KCKN leaves the surrounding thinly-spread farm and small town market to others. KCKN is the *only* Kansas City station that programs *exclusively* for city listener tastes. Result is that all Kansas City knows it can tune in KCKN any time of day or night (all night) and get a popular music program *they* like to hear.

Let KCKN apply its sales magic to your product or service—contact your nearest Capper office TODAY.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977

SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

BLUE NETWORK

WFMJ

YOUNGSTOWN, O.

28th

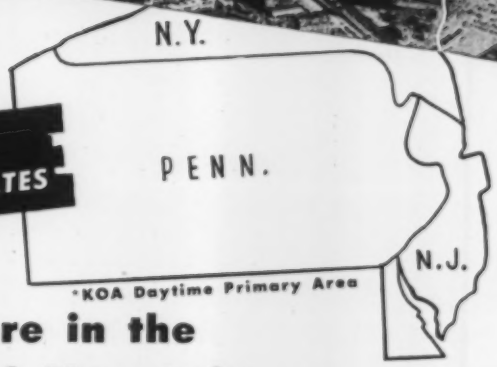
U. S. METROPOLITAN D

MORE LISTENER PER DO

Ask HEADLEY-REE

New York, Chicago, Detroit, Atlanta San Francisco

RETAIL SALES GREATER THAN PITTSBURGH'S



MADE IN AN AREA* GREATER THAN THE MIDDLE ATLANTIC STATES

*KOA Daytime Primary Area

ARE YOURS to Share in the Denver Market and Mountain and Plains States Region Served by KOA

This is an essential market. KOA is the essential station. KOA has 3¼ times more power than all other Colorado stations combined. It's the station in its vast coverage area "that most people listen to most." KOA talks to these millions, who spend billions, at less cost than any other way you can devise. When you buy KOA—you buy sales results.

FEW STATIONS IN THE NATION CAN EQUAL KOA's DOMINANCE!

Power—50,000 Watts • **Coverage**—Colorado and adjoining states • **Top NBC Programs** • **Listener Loyalty** 69%* **Dealer Preference** 68.8%**

*NBC "Tale of 412 Cities"
**Ross-Federal Survey

INAUGURATED 1924
Going Stronger... Growing Greater Than Ever Before

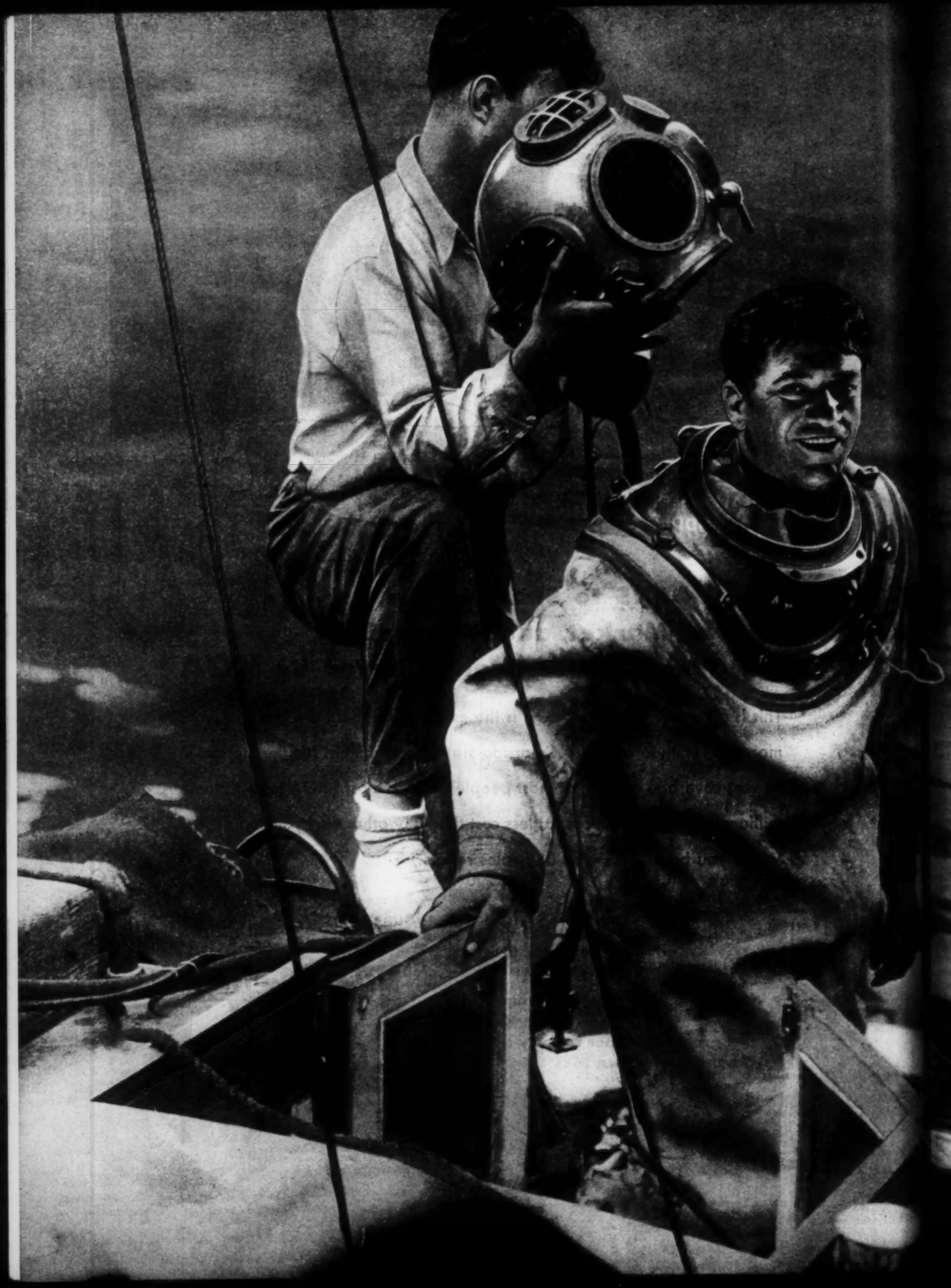
FIRST IN DENVER

KOA

50,000 WATTS

Represented Nationally by NBC Spot Sales

NBC



XUM

The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Editorial

Last Frontier

SINCE THE FCC last week unloaded its spectrumwide allocations block-buster upon an anxious radio world, licensees and prospective licensees have been trying to decide whether they're fighting mad or uproariously happy, whether to praise glowingly or condemn violently.

FM goes up the spectrum, where the Commission says it will have a permanent place and plenty of room to expand (if the proposed allocations stick following oral argument). Television can get a quick start postwar in the lower frequencies, but that would be only temporary. The lower band is sliced down from 18 to 12 channels and what's left is sawed in half to accommodate wartime military operations. Manufacturers will have to retool for FM and redesign for television, to bypass the Government band.

The FCC's job was prodigious. It had to compromise demands of many different groups and viewpoints. It couldn't tamper with wartime military requirements. It had to look to future expansion of radio services, weighed against junking of existing investments of the public and the industry in present high-frequency services.

This is radio's last frontier. Mistakes made now will be visited upon future radio generations. Tempers and heads must be kept. The slower starts which may be entailed, and which seem all-important now, will be forgotten a few years hence.

The Commission had available to it restricted information on propagation in the high frequencies which could not be disclosed for security reasons. It concluded that FM's development could best be assured in the 100 mc area, rather than the 50 mc region where it says skywave interference wracks its service. It felt that a limited television service could start "downstairs", but with the ultimate in the 500 mc area where high definition would be possible but, more importantly, where there would be sufficient space for competitive national service.

From the strict engineering standpoint, we feel the FCC has worked out a fair and reasonable compromise. The demands for facilities exceeded the supply many times. Military requirements, consuming vast areas, had to be accommodated first. Yet the Commission evolved a technical plan, providing for ultimate expansion and for gradual transition, which appears to cover minimum requirements.

But there's another side to the report. Once again the Commission ventures into social and economic stratospheres which are questionable. Woven into the report is loose talk about keeping the "door open" for "newcomers" and about "public domain". After doubling the number of channels for FM and providing for additional space, if needed, the Commission nevertheless proposes to reserve 20 of 70 commercial FM channels for assignment in the future, presumably to "newcomers". That's a new departure even for the FCC. We wonder where it finds authority to reserve facilities for some unknown or inarticulate little men who aren't there. The law requires the Commission to "encourage the larger and more effective use of radio". To shut off a portion of the spectrum even temporarily hardly conduces to that.

There may be other "sleepers" which fall within the purview of "social and economic" aspects. Subscription radio, the "narrowcasting" project of William B. Benton and associates, is barely touched upon. The Commission says simply that it doesn't have enough information, but that if the service proves feasible, applicants will be allowed to apply for channels in the regular FM commercial band or in bands later to be designated. Could the FCC have in mind placing this type of service, by its very nature anti-commercial radio, in the 20 channels it proposes to reserve?

These and other implications in the proposed report give broadcasters some pause.

There is the strong strain throughout the broadcast discussions that present AM operators should be stiff-armed and that the "newcomers" and educators and noncommercial users like CIO should be encouraged. Does the law allow that?

In summary, we think that technically the Commission has done a good job—the best possible under worst possible conditions. The fancy flights of rhetoric designed to protect where no protection is required, and which give lip service to ward off pressures, we feel are outside the Commission's jurisdiction. This, more than ever, points up the need for a redefinition of the law by Congress and for the declaration of a national policy for radio by the American Plan.

Radionews–Grown Up

THAT RADIO newscasting has reached its majority and is recognized by Officialdom as an integral part of the American Way of Life was clearly demonstrated when nearly 600 persons attended the first annual guest dinner of the Radio Correspondents Assn. in Washington [BROADCASTING, Jan. 16].

President Roosevelt led the array of high Government officials breaking bread with the men who gather and broadcast news from the nation's capital. It was the first time the President has appeared at such a public gathering in many a day, and now it can be told why the date, at the proverbial last minute, was changed from Jan. 13 to Jan. 11—President Roosevelt requested it, that he might attend.

Coupled with the public demonstration of faith in radionews is the increase in off-the-record news conferences by high Government officials exclusively for radio correspondents. Washington has learned that the best way to reach the masses is through radio newscasts.

The milestones in radio flash by quickly in these days when the art is moving forward with such relentless speed, and one is apt to miss them.

It has not been so many years ago—so few, indeed, that you might tally them upon the fingers of one hand—that the radio correspondent was many a working newspaperman's target. The newscaster was belittled, belabored, even villified by the groundskeepers of the Fourth Estate. It must be gratifying for him to find his stature such today that he speaks with equal authority, and perhaps to a greater number, upon the affairs of men.

Our Respects To -

LT. COL. JOSEPH WYNNE HARRIS II

COVERING the Mississippi Valley flo of 1937 and the Army's first free mane vers in Louisiana and Tennessee in 19 gave Lt. Col. Jack Harris the found tion for his present assignment. He has ju arrived in the Central Pacific Theatre on special extended radio liaison mission f the War Dept. Bureau of Public Relations R dio Branch.

In January 1937 when the Ohio, Tennes and Mississippi rivers created the nation most disastrous flood, Jack Harris, as a sp cial events announcer of WSM Nashvill figuratively—and literally—got his feet we He learned a lot about emergency broadcastin from various spots along the swollen river from Cumberland, Tenn., up to Cairo, Il Paducah, Ky., Evansville, Ind., Louisville a so on.

A mobile transmitter built by Jack DeWit then WSM chief engineer and now a maj in the Signal Corps, was Jack's base of oper tions. He learned the value of on-the-sp recordings for later broadcast—of coping wit unexpected emergencies.

Jack began his thrill-packed life Dec. 2 1911, in Nashville. He was christened Josep Wynne II after an uncle, but relatives immed ately dubbed him Jack and the name has fo lowed him. He is carried on the Army rolls a Jack Wynne Harris.

His career has been varied, despite his youth In school he prepared for a political future but wound up in the newspaper game and r dio. His journalistic leanings became eviden during his high school days. While attendin the Hume Fogg high school in Nashville, Jac founded the school paper, the *Hume Fog Tattler*, learned to set type by hand and gen rally explored the journalistic field. In 1929 h entered Vanderbilt and earned a letter i basketball.

Believing a young man should earn his sal Jack got a job on the *Nashville Tennessea* working from 5 p.m. to midnight in the sport and editorial departments. In college he edite the *Hustler* during his senior year and in h graduate year was editor of the Vanderbil literary and humorous magazine *Masquerade* He was graduated in 1933 with a B. A. degre and a year later won his Master's Degree i political science and history. In college Jac was director of the winning political machin and his classmates predicted he'd wind up i Washington some day. That he did, but not a a politician.

Jack got his first whirl at radio during hi college days, too. He did a sportscast on WS Nashville. At that moment came his bi

(*Continued on page 54*)

FAR FROM A SLUMBERING GIANT

WMFM is Growing . . . Serving . . . Building

WMFM, with its static-free FM reception, with its sound programming, has brought the radio of the future to Wisconsin, *today*.

WMFM, as one of America's pioneer FM stations, is already established as Wisconsin's No. 1 radio station, for thousands of discriminating families.

Through wartime, through peacetime, WMFM shall continue its proud policy of *distinctive, quality programs, keyed to the wants and needs of the community.*

WMFM

THE MILWAUKEE JOURNAL FM STATION

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the *minds* of listeners provides an extra sales push.

and its been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Judge Takes KLRA Post

ROY JUDGE, named general manager of KLRA Little Rock, succeeding Sheldon C. Vinsonhaler who is now manager and partner of KGHI Little Rock, assumed his new duties Jan. 1. Mr. Judge for 17 years has been an accountant for Hennegin, Croft & Cotham, Little Rock auditing firm. Control of KLRA was sold last June for $275,000 by A. L. Chilton to the *Arkansas Gazette* in line with the FCC duopoly regulations as Mr. Chilton also holds interest in KGHI. The present staff of KLRA will be retained and the firm will make no immediate changes, Mr. Judge said, adding that plans for expansion and remodeling will come later.

Mr. Judge

Markham Named

G. E. MARKHAM, director of General Electric Co. agricultural broadcasts and manager of the company's FM station, WGFM Schenectady, also has been named manager of the GE television station, WRGB Schenectady, succeeding Robert L. Gibson. Mr. Markham will report to Robert S. Peare, GE vice-president in charge of publicity, including all broadcasting activities of the organization. Mr. Gibson recently became advertising and sales promotion manager of the new GE chemical department.

Personal NOTES

PHILLIPS CARLIN, MBS director of programs, will leave New York Jan. 25 for a trip to Los Angeles, stopping at Mutual stations in Chicago, Detroit and elsewhere, to investigate program needs.

EUGENE S. CARR, assistant to **G. A. RICHARDS,** president of KMPC WJR WGAR, will confer with clients in Chicago, Cleveland, Detroit, New York and Washington before returning to his Hollywood headquarters in mid-February.

R. M. (Woody) WOODWARD, whose wife **MARIE** is a member of the advertising staff of BROADCASTING, is now 1st Lt. Woodward, on duty in the Pacific Theatre.

ROBERT L. BOWLES, former commercial manager of WGKV Charleston, W. Va., has joined WCLS Joliet, Ill. as general manager.

CARL H. BUTMAN, information specialist with the War Production Board and at one time secretary of the former Federal Radio Commission, is ill at home with pleurisy.

WILLIAM KOSTKA has resigned as managing editor of *Look* magazine to return to the Institute of Public Relations, where he formerly served as publicity director. Previously he was NBC publicity director, managing editor of Fawcett Publications Inc. and INS central division manager in Chicago.

J. WALTER DIETZ, industrial relations manager of the manufacturing department of Western Electric Co., New York, retires from the company Jan. 31 after 42 years of service. On leave of absence for four years with the Government industrial training program, now part of the War Manpower Commission in Washington, Mr. Dietz will continue in this capacity following retirement.

HAAN J. TYLER, manager of Smith & Bull Adv., Hollywood agency, has resigned to return to KFI Los Angeles as account executive.

Dr. Church Named

DR. CHARLES F. CHURCH Jr., brother of Arthur B. Church, president of KMBC Kansas City, has been appointed educational director of the station succeeding R. Edwin Browne, who resigned to become director of public relations for the U. of Kansas. Dr. Church, who continues as acting research director of KMBC, during the past year has conducted a nationwide survey on radio and education, results of which will be available shortly. He received his bachelor's degree from the U. of Iowa in 1924, his master's from the U. of Iowa in 1925 and was awarded the degree of Doctor of Philosophy by Ohio State U. in 1942.

Dr. Church

FRANK R. KNUTTIM, former flight instructor in the AAF, has been named manager of WORD Spartanburg, S. C.

E. C. (Buck) CRANE, late of the U. S. Navy and former city editor and news editor of the *Dayton Journal-Herald*, has been appointed newsroom chief at WING Dayton. He was serving as makeup editor on the *Cincinnati Post* when he enlisted in the Navy in Oct. 1942. He was honorably discharged Dec. 5, 1944.

NILES TRAMMELL, NBC president, will serve as radio committee chairman for the 1945 Salvation Army campaign in New York city.

EDGAR KOBAK, president of MBS, is scheduled to deliver a talk before the Radio Council of Greater Cleveland titled "Dear Boss", a behind the scenes report to the radio listener.

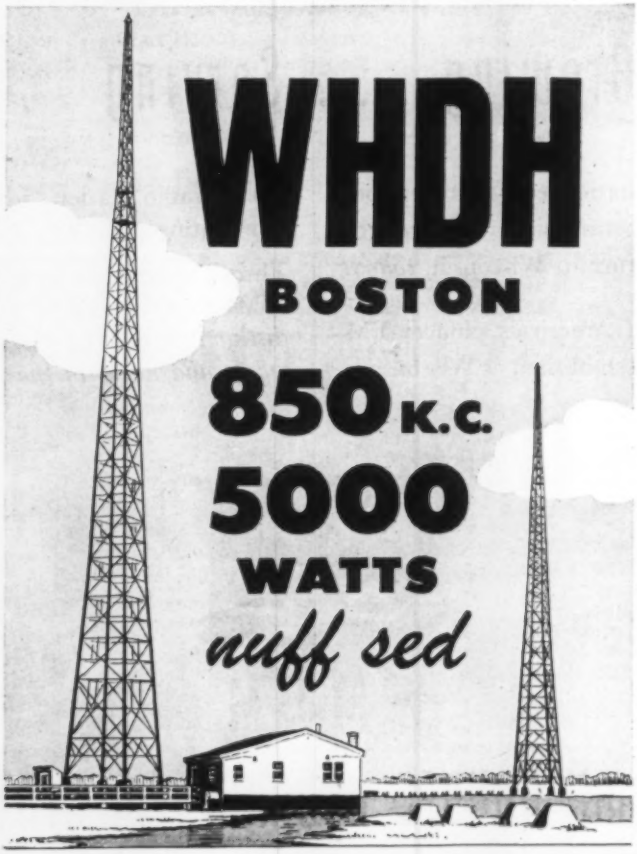
JOHN H. MARTIN, member of the CBS research department for several months, has been named executive assistant to **PETER C. GOLDMARK,** director of engineering and development at CBS. Mr. Martin will handle personnel and accounting matters, acting as liaison with the personnel accounting and purchasing departments. He served until recently with the American Red Cross and was formerly with Sterling Bolt Co., Chicago, as personnel contact and chief accountant.

REX PREIS, account executive at KTSA San Antonio, last week was inaugurated president for 1945 of the San Antonio Advertising Club.

GEORGE B. STORER, president of the Fort Industry Co., who has been on active duty with the Navy since April 1943, has been promoted to full commander. He is attached to the Industrial Readjustment Branch, Office of Procurement & Material, at Navy Dept. Headquarters.

DE WITT MOWER, for two years with WOR offices in Chicago as a salesman, joined the Mutual Network Chicago office as an account executive Jan. 15.

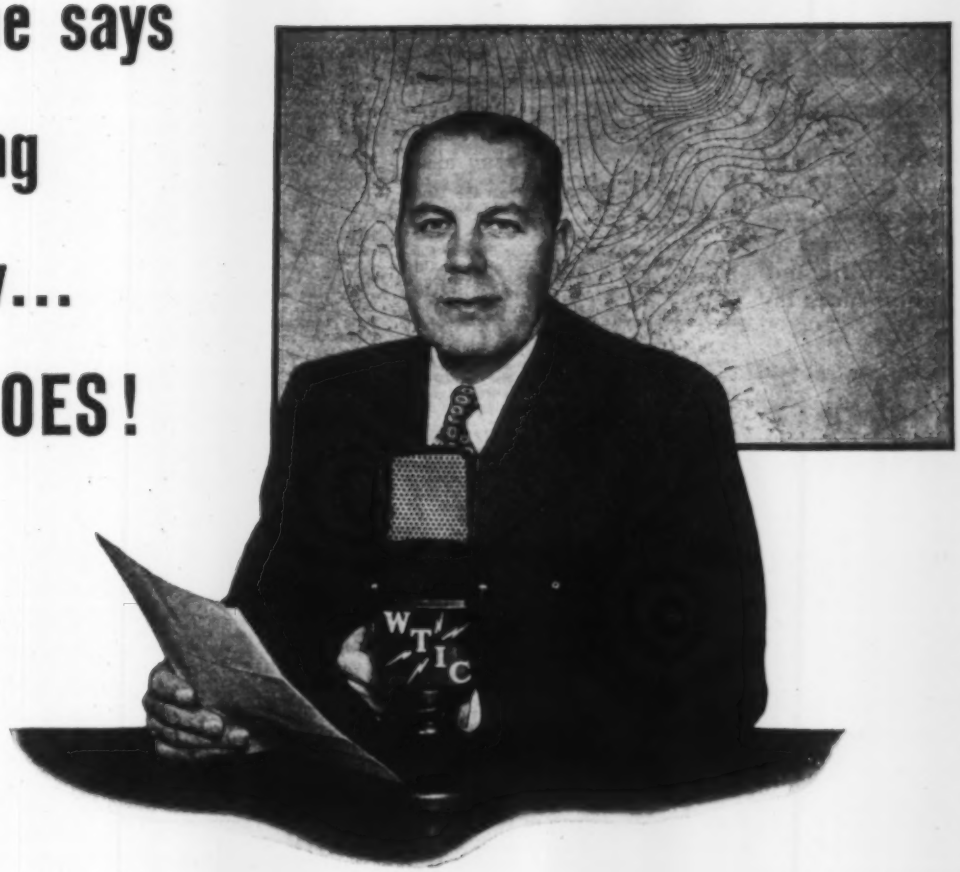
CLETE ROBERTS, Blue Network war correspondent, under arrangements completed with OWI and Armed Forces Radio Service, is featured on a commentary series on the Pacific war to servicemen overseas.



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

"He says he wants to be televised over WFDF Flint after the war."

When he says it's going to snow... IT DOES!



EVERY morning at 7:30 o'clock, thousands of Southern New England inhabitants dial their radios to WTIC. The reason for this daily ritual is U. S. Meteorologist Roy E. Lundquist, Chief of the Hartford Weather Bureau.

Speaking directly from his office—and having available the latest reports and analyses from all over the nation, as well as his personal observations—Mr. Lundquist delivers timely and reliable forecasts which, while highly educational and instructive, possess an unusual human appeal, too.

When Mr. Lundquist goes on the air, people are making decisions as to what to wear, whether to carry an umbrella or be bothered with rubbers, to take a trip or stay home, to wash clothes, to cut hay, to put anti-freeze in the car or drain it out. They get the answer from Mr. Lundquist—with an accuracy hard to match.

Here is just one example of the type of service which, for twenty years, we have rendered to Southern New England. And the advertisers who use our facilities know that it pays big dividends.

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Member of NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Durham

North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham County population is . . .

100,000

busy, high earning people. For example, famed Duke University is in Durham. Also, Durham makes 25% of the nation's entire cigarettes. Best of all this . . .

market

can be air-dominated at 250 watt rates over the station which surveys repeatedly prove has more listeners in the area than all other stations combined.

WDNC

OWNED BY
DURHAM HERALD-SUN PAPERS

Represented by Howard H. Wilson Co.

BEHIND the MIKE

RALPH MAHONEY, former Phoenix newspaper man, has been named news editor of KOY Phoenix and is in charge of the Arizona Network News Bureau serving KOY, KTUC Tucson and KSUN Bisbee. **BILL TRAVIS**, formerly with UP, and **DICK SALERNO**, released from the Navy, have been named assistants to Mr. Mahoney.

FRANCIS URRY, narrator for *Sunday Evening on Temple Square*, KSL Salt Lake City feature, has returned to KSL following a two-month leave of absence devoted to study of network programming and operation in Chicago.

CLIFF (Farmer) GRAY, farm service director of WSPA Spartanburg, S. C., has been awarded a citation by the Radio Information Service, War Finance Divison, Treasury Dept., for outstandng service during the 6th War Loan.

J. ROY STOCKTON, sports commentator for KSD St. Louis, and writer for the *Post-Dispatch*, has returned to the U. S. after a two-month trip to France and Belgium with a USO baseball entertainment group.

WILF DAVIDSON, formerly of CKY Winnipeg, is now in England with the radio section, Canadian Army Public Relations. He recently was promoted to sergeant and is announcer and producer of some programs originating in England. **LT. MAURICE BURCHELL**, Royal Canadian Navy, formerly of CKY, is now at sea aboard a Canadian corvette.

ART STOULIL, former announcer of KOIN Portland, Ore., has joined KGFJ Los Angeles.

PORTER RANDALL, former Texas network news commentator, now a chief petty officer in the Coast Guard on the radio desk in the Norfolk USCG public relations office, is confined to the Naval Hospital in Norfolk, convalescing from an illness.

DON MITCHELL, released by the Army and formerly with WSGN Birmingham, WCOV Montgomery and WDAK Columbus, Ga., has joined the announcing staff of WAGA Atlanta. **CHARLES SINCLAIR**, also released by the Army, has joined the WAGA announcing staff. **HENRY EAST**, former news editor of WRBL Columbus, is a new member of WAGA.

BARBARA RAMSELL is now conducting the *Home Forum* broadcasts on WLW Cincinnati. **CHARLES NEWCOMB** is narrator on WLW's *Moon River* program, 12:30 a.m. Monday through Saturday.

JOHN PAUL JONES Jr. is a new member of the announcing staff of WHBQ Memphis. **ROBERT A. COOPER**, formerly in advertising work in Cincinnati, has joined the station's continuity staff.

CHARLES C. RUTLEDGE, formerly with WHJB Greensburg and WLEU Erie, Pa., has joined the announcing staff of WWVA Wheeling, W. Va.

WARREN K. DEEM formerly with WTAM Cleveland, has joined the production department of WBBM Chicago.

ROBERT K. HOADLEY, released from the Army with the rank of captain, assumes duties as director of the WBBM Chicago education department this week. Prior to joining the Army Mr. Hoadley was an instructor in a New Jersey high school.

CLIFF REYNOLDS, formerly of KABC San Antonio, has joined KONO in that city. A new addition to the KONO announcing staff is **HOWARD CUNNINGHAM**, released by the Army.

W. A. (Bob) SPENCER, former sales representative in southern Indiana, Kentucky and Illinois for Faultless Starch Co., has been named merchandise manager of WIBC Indianapolis.

FRAYE GILBERT is now editor of *Woman's Page of the Air*, six-a-week feature on WOAI San Antonio.

LIONEL NOWAK, associate professor of music at Converse College, Spartanburg, S. C., has joined WORD Spartanburg.

PAUL DAUGHERTY, announcer at WCKY Cincinnati, has married **JANE HUFFMAN** of Cincinnati.

ROBERT LYMAN (Dink) TEMPLETON, nationally known track and field coach and former sports mentor at Stanford U., has been appointed sales promotion manager of KFRC San Francisco.

JACK PATTON, formerly of KMPC Hollywood, has joined KYA San Francisco as announcer.

JEAN MONTE, formerly of CHRC Quebec and CHNC New Carlisle, and **PAUL NOLET**, formerly of CHLT Three Rivers, have joined the announcing staff of CBF Montreal. **GILLES HENAULT** has been appointed CBF news editor.

NORMAN BROKENSHIRE has been appointed to announce the *Do You Need Advice* program on MBS Monday through Friday 11:15-11:30 a.m.

HAROLD DAY of the Blue Network promotion and advertising division has been named promotion manager of the cooperative program division. Mr. Day was formerly associated with *Popular Science*. He succeeds **JESSE THOMPSON**, resigned.

JOHN McTIGUE has returned to the Blue publicity department after a period with the OWI overseas branch, Psychological Warfare Bureau, in North Africa, Sicily and Italy.

NORMAN PAIGE, former Mutual news editor, has joined the overseas staff of the Blue news and special features division as war correspondent, assigned to cover the Pacific. He replaces **W. T. BALDWIN**, who has resigned from the Blue overseas staff to fulfill radio commitments in San Francisco.

SIDNEY DESFOR, chief photographer of NBC for six years, has been promoted to photo editor, succeeding **JEAN WRIGHT**, who resigned last December to join the magazine *Seventeen*.

ADRIAN JAMES FLANTER, for 12 years promotional counsel to stations, has joined the public relations department of Fawcett Publications Inc., New York, to engage in creative promotion work. **BARBARA VAN SLEEK**, formerly with NBC, has joined Fawcett to work on production of publicity material.

SGT. GEORGE R. THEERINGER, USMCR combat correspondent and former WSNY Schenectady sports announcer, is now on temporary duty at Marine Corps headquarters, public relations section for indoctrination. He assisted in production of the CBS *Service Time* show while stationed at Parris Island.

CAROLINE HARRISON, former editor of the *Norwood Free Press*, Norwood, Mass., has been named to handle publicity for WCOP Boston.

HARRY FLANNERY, CBS Hollywood news analyst, has been elected president of the Inter-American Conference. Group meets annually and consists of representatives from Latin-American countries as well as authorities from the United States.

KQV Names Traynor

HAROLD (Pie) TRAYNOR, one of baseball's all-time "greats" and member of the Pittsburgh Pirates from 1920 to 1939, has been named sports director of KQV Pittsburgh, G. S. (Pete) Wasser, KQV general manager and vice-president, announced last week. Traynor will begin his new duties in mid-February and will be heard six times a week, 6:30 p.m. in a regular sports program and on Saturday mornings will conduct the Pie Traynor baseball school for boys. Traynor has been rated as the greatest third baseman of all time.

Hartley, Royston Leave

TWO NAVY radiomen, Lt. Comdr. J. Harrison Hartley, officer in charge of the Navy's Radio Section, Office of Public Relations, and Lt. Marvin F. Royston, engineer with the Radio Section, have now returned to the Pacific Theatre to supervise the Navy's part in cooperating with the networks in covering Pacific operations. Comdr. Hartley was formerly assistant to the director of news and special events at NBC. Lt. Royston was an engineer with NBC and Blue before entering the Navy.

WJW Artist Bureau

AN Artist Bureau, known as the WJW Bureau, has been set up by Cleveland, with Gene Carroll, conductor of the *Jake & Lena* series on another Cleveland station, named as head of the Bureau by William O'Neil, WJW president. The new Bureau, with offices in the WJW studios, will hire and develop new talent.

WGL Names Roberts

PAUL K. ROBERTS, former night news editor and commentator of WGL Ft. Wayne, has been named program director, and Rosemary Stanger, active in special news and dramatic features on the station since 1939, has been appointed assistant program director, Frank V. Webb, station manager announced last week. Miss Stanger will be in charge of all special events carried by WGL, which was acquired last month by Farnsworth Television & Radio Corp. from Westinghouse Radio Stations Inc. [BROADCASTING, Jan. 8].

Dowdell Joins INS

WILLIAM DOWDELL, former news director of WLW and WSAI Cincinnati, has joined the sales department of International News Service as consultant to radio stations. A former newspaper man, Mr. Dowdell entered radio when, as city editor of the *Cincinnati Post*, he supervised local news coverage for WCPO Cincinnati. He joined the Crosley stations in 1941. Mr. Dowdell has been in radio publicity work in New York since last summer. He was a member of the original NAB News Advisory Committee.

MARJORY MORROW, who left CBS casting director in Feb. 1943 to join Warner Bros., is resuming her former CBS post replacing **ELEANOR KILGALLEN**, who is joining Young & Rubicam, New York, as casting director.

HENRY W. DICK, retired captain of the U. S. Army Air Forces and former dancer and singer before entering the service, has joined the Blue Network production staff. Mr. Dick was injured in a plane crash after three and a half years as squadron navigator with the 8th Air Force overseas.

KAYE SULLIVAN, formerly in the radio division of the National Foundation for Infantile Paralysis, has joined CBS as copy writer on the staff of promotion service for CBS-owned stations. Miss Sullivan for two years was assistant sales promotion manager of the Ohio Life Insurance Co., Cincinnati. **JANET POMEROY**, newswriter, formerly with WLS Chicago and more recently with WBBM Chicago, has joined CBS, assigned to the network newsroom.

JANE SCHULTZ, former announcer and continuity writer for WMMN Fairmont, W. Va., will replace **PEARL BUCKLEN BENTEL** of the continuity and publicity staff of WWSW Pittsburgh, who has resigned to freelance.

THEA HOWARD, formerly with the WBBM Chicago scheduling department, has been transferred to production.

CLAUDE FREEMAN, announcer at WWNC Asheville, N. C., has married **SYBIL ZUPAN** of Greenville, S. C.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

"A news service is no better than its staff"

Here is the roll call of INS correspondents whose stories from overseas made front pages throughout 1944.

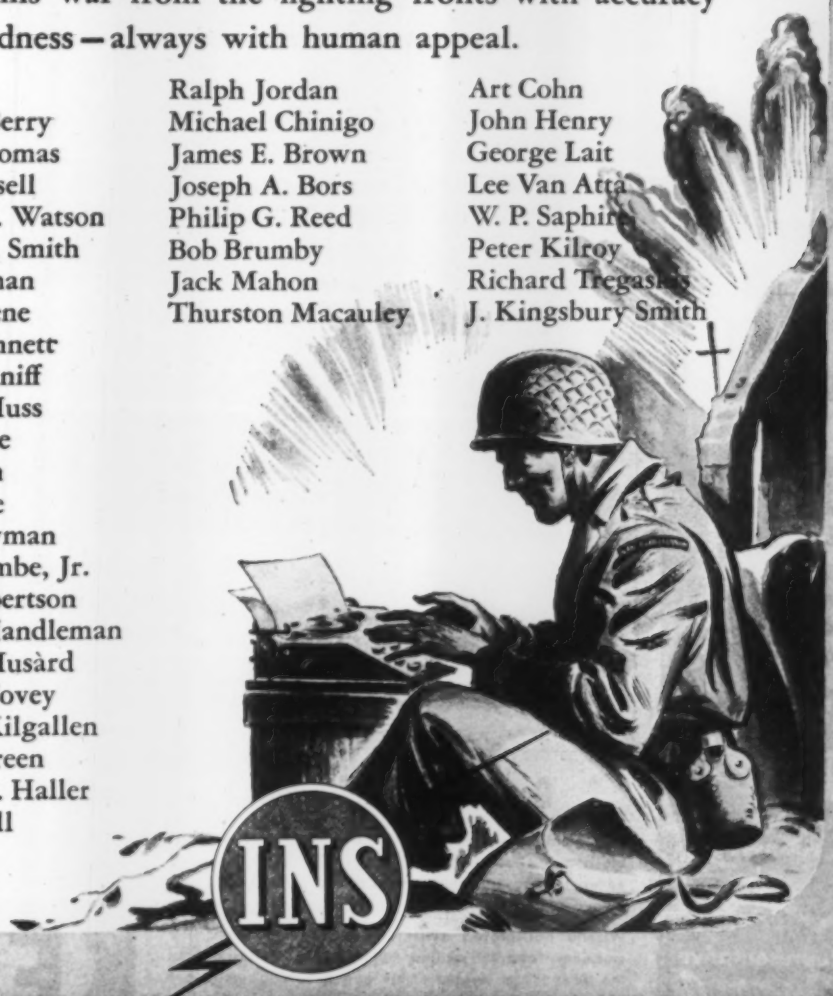
Every one of them has made a signal contribution to American journalism.

In the finest tradition of their craft, they have reported this war from the fighting fronts with accuracy and vividness—always with human appeal.

Clark Lee
Howard Berry
Joseph Thomas
John Camsell
Thomas C. Watson
Charles A. Smith
Sten Hedman
Natalia Rene
Lowell Bennett
Frank Conniff
Pierre J. Huss
John E. Lee
Lee Carson
Rita Hume
Larry Newman
J. Willicombe, Jr.
Frank Robertson
Howard Handleman
Francois Musàrd
Graham Hovey
James L. Kilgallen
Clinton Green
Richard V. Haller
Jack Jarrell

Ralph Jordan
Michael Chinigo
James E. Brown
Joseph A. Bors
Philip G. Reed
Bob Brumby
Jack Mahon
Thurston Macauley

Art Cohn
John Henry
George Lait
Lee Van Atta
W. P. Saphire
Peter Kilroy
Richard Tregaskis
J. Kingsbury Smith



International News Service
235 East 45th Street, N. Y.

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

MILTON CHASE, who left Cincinnati two months ago as WLW war correspondent attached to General MacArthur's headquarters in the Philippines, has arrived at his destination, according to word received last week.

JAMES L. FREEMAN, for 12½ years associate editor of Bell Syndicate Inc., and for over two years night editor of North American Newspaper Alliance, has joined NBC's press department. Another addition is **GEORGE WOLF**, released from the Army after 14 months service in the Signal Corps as a writer. He was at one time associated with **HERBERT MOSS**, producer of *Truth or Consequences* on NBC.

HARRISON EAGLES is resigning from the announcing staff of WPAT Paterson, N. J. to go to Hollywood Jan. 27 to fulfill announcing and acting commitments with DuMont Labs., and for Paramount Pictures.

SIDNEY WALTON, news director and commentator of WHN New York, has been appointed to the editorial board of *Europe in Review*, a new magazine to be published in February.

EILEEN M. DEVNEY, former continuity writer for Wade Adv. and Young & Rubicam, has arrived in India to serve as an American Red Cross staff assistant.

PETER C. OPP, released from the Army and former newscaster on WQXR New York, has joined the CBS Hollywood publicity staff.

LT. COL. TRUE BOARDMAN, former Hollywood radio writer and now in the Armed Forces Radio Service, is in Italy to make a survey of troop information and educational requirements for radio programs produced on the West Coast. He will also confer with radio officers of the American Forces Network in England and American Expeditionary Stations which are operating on the continent.

LEE JONES, KLZ Denver newscaster, received top honors in the Tau Kappa Alpha National Forensic Conference held in Chicago. He represented the U. of Denver, where he is a junior, while still working as fulltime announcer with KLZ.

AL PAULSON, former announcer at KSTP St. Paul and WLOL Minneapolis, has returned to KOTA Rapid City, S. D., formerly KOBH.

WILLIAM STEWART, announcer of CKWX Vancouver, is the father of a boy.

BYRON TAGGART, announcer for WKRC Cincinnati, has been named director of special events, succeeding **NELSON KING**, who will devote full time to his duties as sales promotion manager.

Three Elected by FC&B To Be Vice-Presidents

MILTON H. SCHWARTZ, A. J. Bremmer and John F. Hunt, members of the Chicago executive staff of Foote, Cone & Belding, have been elected vice-presidents.

Mr. Schwartz, creative man on the account for the Frigidaire Division of General Motors Corp. and account executive for Majestic Radio & Television Corp., formerly was associated with Lord & Thomas for more than ten years. He is a graduate of the U. of Illinois. Mr. Bremmer handles copy creation on the Hiram Walker and Pepsodent accounts. He joined Lord & Thomas in 1940 and has been with Foote, Cone & Belding since the organization of that company. Prior to 1940 he was associated successively with McJunkin Adv., Blackett, Sample & Hummert and H. V. Kastor & Sons.

Mr. Hunt is director of new business and the account planning and manger management division of the FC&B Chicago office. He formerly was with General Outdoor Adv., Maxon Inc., and Young & Rubicam as account executive.

Stu Dawson, former radio director of Young & Rubicam, Chicago, has joined FC&B Chicago in the same capacity. He previously was program director of CBS-WBBM Chicago and at one time announcer with the NBC central division.

BOB KNOWLES has joined the Canadian Broadcasting Corp., Winnipeg, as assistant farm commentator.

ANNE HEINEMAN, with WCSC Charleston since Aug. 1944, has been named promotion director of the station, replacing **ANN FINNELL**.

Agencies

HOMER FICKETT, who recently was placed in charge of development of new programs at BBDO New York, joins J. Walter Thompson Co. Feb. 1 to handle similar work.

WILLIAM S. SHEPHERD, member of the McCann-Erickson radio department in Chicago, has been appointed director of radio of the Minneapolis office. Mr. Shepherd, a native of Scotland, joined the agency in 1943.

GEORGE IRWIN, released from the Navy, has returned to Smith & Bull Adv., Hollywood agency, as producer-announcer-account executive.

LEE ROBERTS, former copy director and account executive of Buchanan & Co., Los Angeles, has joined HillmanShane-Breyer, Los Angeles, as account executive.

FREDERICK SEABERG, formerly on the editorial staff of the *Chicago Times*, has joined Bozell & Jacobs, Chicago, to handle public relations.

ELLIS T. GASH, former head of his own agency and publisher of *Modern Advertising*, has joined M. Glen Miller Adv., Chicago, as account executive.

ROSEMARY HALL, former copywriter with Young & Rubicam, New York, and more recently with J. Walter Thompson Co., New York has joined the creative staff of Roy S. Dustine Inc., New York.

BOB PRENDERGAST, radio director of Campbell-Mithum, Chicago, has resigned effective Feb. 1.

VIRGINIA BUTLER has joined Lennen & Mitchell, New York, as business manager of the radio department. She takes over the duties of Joseph C. Lincoln, timebuyer, who has left the agency. Miss Butler was with the Edward Petry & Co. Chicago, for 7½ years. She left last summer to serve as chief timebuyer for the Republican National Committee. L&M Radio director is S. James Andrews.

GEYER, CORNELL & NEWELL, New York, has retained Mel Williamson as Hollywood production man on the Nash Kelvinator Corp. Blue program *Andrews Sisters Show*, with Don Shaw, radio director, continuing overall supervision. Mr. Shaw, who has been on the West Coast in connection with the show since Dec. 1 will eventually return to New York eadquarters. Joe M. Dawson, executive committee chairman of GC&N, is also on the West Coast for an indefinite period.

LEON A. FRIEDMAN, advertising director of John Irving Shoe Corp., Boston, has been named radio and television director of Chernow Co., New York, heretofore inactive in radio. Mr. Friedman for seven years was with Sterling Adv., New York, and served as its radio director prior to joining the shoe firm.

PAUL LEWIS SCOTT, former sales and advertising manager of Sydney Ross Co., Latin American subsidiary of Sterling Drug Inc., has joined Grant Adv., as account executive and vice-president of Grant Adv., S. A., Mexican subsidiary.

PAUL TERRY, radio director of Barnes Chase Co., San Diego, Cal., has shifted to Dana Jones Co., Los Angeles, in a similar capacity.

HENRY STANTON, vice-president of J. Walter Thompson Co., has returned to Chicago after San Francisco and Hollywood conferences on West Coast operations.

JAC WILLEN, formerly in the CBS Hollywood publicity department, has joined Sam Kerner Inc., talent service, as an associate and will handle radio accounts.

Wichita KFH

A government contract for 700 additional B-29 Superfortresses is good news for Wichita . . . bad news for Japan! Boeing Photo

Good for Wichita—Bad for the Japs!

Five hundred million dollars worth of additional Jap-blasting B-29's will be made in Wichita's Boeing plant under the government's new contract . . . with prolonged employment for thousands of men and women.

Wichita has proved itself to have the know-how, the machinery and the skilled manpower to meet not only the demands of this mammoth new production goal, but also the requirements of postwar expansion in its strategic position, as the aviation center of America—the aerial crossroads of the world!

Wichita is a Hooperated city—Get the Facts from Petry

Strengthen your sales gains with that selling station in Kansas' strongest market—

KFH
WICHITA

CBS • 5000 WATTS DAY & NIGHT • CALL A PETRY OFFICE

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative
WLAC
50,000 WATTS
NASHVILLE

His International reputation led to sponsorship the first day on WHN!

Johannes Steel

Perhaps no commentator today is better qualified than ***Johannes Steel*** to analyze current happenings or forecast tomorrow's trends. ***Johannes Steel*** knows his Europe ...a Europe in which he has lived ...whose people and leaders he has known. His background plus his access to information from diplomats and statesmen as well as the confidence he enjoys in Washington, add up to important reasons why ***Johannes Steel*** is so distinguished a news commentator, lecturer, journalist and author!

Johannes Steel is not new to the New York radio scene. He comes to WHN with a tremendous following built up over eight years of metropolitan broadcasting. Now over *America's Most Powerful Independent station*, with coverage of 15 million people, ***Mr. Steel*** is heard exclusively five nights a week, Monday thru Friday.

"Johannes Steel possesses the utter sincerity of desire to serve justice, truth and the welfare of common man." —*Honorable Henry A. Wallace*

"Johannes Steel's forecasts on International affairs are regularly confirmed a few days later on the front pages of our leading newspapers." —*Walter Winchell, Daily Mirror*

"Outstanding service rendered to radio by Johannes Steel and Kaltenborn." —*Daily News*

Available for sponsorship outside New York. Call or wire Executive offices, WHN, 1540 Broadway, New York.

WHN

1050 · NEW YORK · AMERICA'S MOST POWERFUL INDEPENDENT STATION

. . . or "gravicembalo col pian e forte"

The Italian Cristofori, who designed the first piano in 1709, gave it the tongue-twisting name "gravicembalo col pian e forte." Bearing a close resemblance to the harpsicord, and musically similar to the dulcimer, the instrument proved easier to play than to pronounce, and its popularity grew rapidly.

An instrument for "hidden talent"

The oldest Cristofori piano now in existence, dated 1720, is in a New York collection. As in all early pianos, its keyboard is recessed between the walls of the case, making it impossible for the player's hands to be seen.

Originally played with the orchestra, and later as an accompanying instrument, it was not until a London performance by Johann Christian Bach, in 1768, that the piano emerged as a solo instrument.

Age of the upright

Although England, France and Germany were the early piano-making centers, America had its share in developing the modern piano. The first successful upright was made in Philadelphia in 1800, and in 1825, a Bostonian designed the iron-framed, heavy-stringed instrument we know today. These developments made the piano the leading "home" instrument — and a favorite with music lovers everywhere.

THE VOICE OF THE PIANO—

ranges from less than 30 to more than 6,000 c.p.s. The piano's entire range of overtones, from the heaviest to the most delicate, can best be reproduced with life-like naturalness and realism by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

HAROLD L. McCLINTON, vice-president in charge of radio, and Phillip Young, head of the commercial copy department, N. W. Ayer & Son, New York, are in Hollywood in connection with the premier Jan. 24 of the Charles E. Hires program, *Hires Icebox Follies* on the Blue.

ELEANOR KILGALLEN, CBS casting director, on Feb. 5 joins Young & Rubicam, New York, in a similar capacity.

LUIS G. DILLON, for nine years account executive in the Buenos Aires office of McCann-Erickson Inc., New York, and since last July a member of the foreign department in New York, has been appointed a vice-president of McCann-Erickson Corp., Latin-American affiliate.

MUL WOOD, radio director of McCann-Erickson, Chicago, has resigned to freelance.

GEORGE C. McNUTT, formerly with R. G. LeTourneau Inc., Peoria, Ill., has joined the San Franci co office of Botsford, Constantine & Gardner. He will supervise service in connection with the agency's account in the heavy industry field.

DOROTHY MAIMAN, copywriter for Marshall Field, dept. store, Chicago, on Jan. 22 is to join Needham, Louis & Brorby, Chicago.

Stone, Roesler Merge Under Broadcast Sales

MERGING of the Peggy Stone office located in New York and the George Roesler office in Chicago under the name of Broadcast Sales, station representatives, was announced this week. Firm, according to Mr. Roesler will represent only six stations. Miss Stone formerly was associated with Spot Sales. George Roesler formerly was an account executive with First United Broadcasters, Chicago.

Broadcast Sales represents WINN Louisville and January 1 acquired KFMF Shenandoah, 1000 w on 920 kc. New York office is located at 304 E. 41st Street; Chicago office is in the 360 N. Michigan Bldg. Firm will be represented on the West Coast by the Homer Griffith Co. of Los Angeles and San Francisco.

WFIL SELLS SELF COURTESY PLUGS

TAKING THE "donation tone" out of the traditional courtesy announcements, WFIL Philadelphia, has put program announcements on a cash basis with the promotion department supplying advertising copy and buying time from the sales department at the regular card rate.

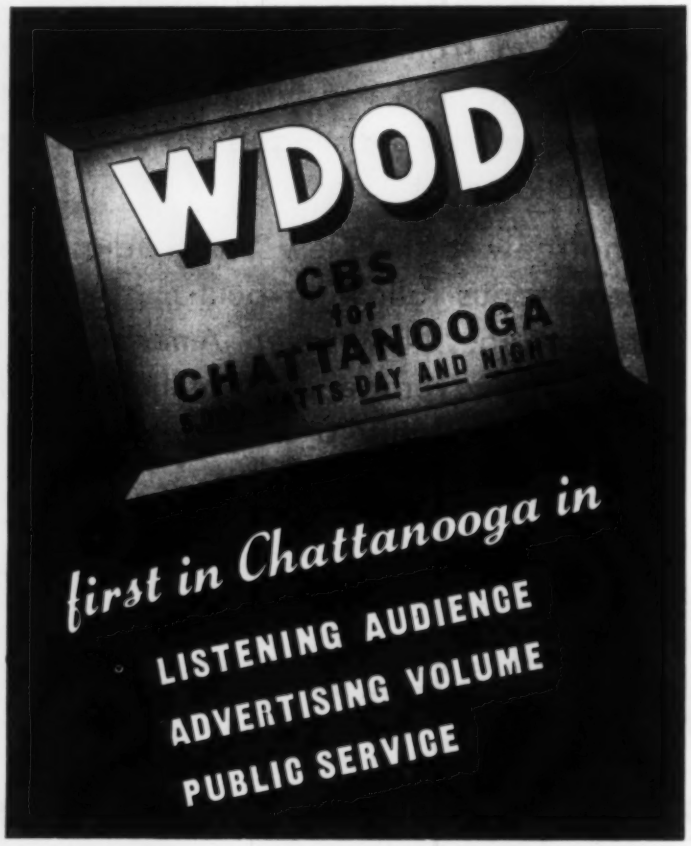
This new commercial schedule guarantees time for the plugging of various local and network shows, whereas through the erstwhile "courtesy" method, such announcements were liable to shift in case of commercial commitments.

In the promotion department, the buying of time to promote station "merchandise" becomes an integral part of the spendable budget apportioned to all advertising media. For the client, it's an added advantage. Program announcements are now on a par with the station's commercial spot business.

Schutz Moves

R. J. (Chris) SCHUTZ, for 10 years advertising manager of the Kleinhans Co., on March 1 becomes vice-president and manager of Baldwin & Strachan, Buffalo agency. Beginning his career as an advertising writer with J. Walter Thompson Co., Chicago. He went to Buffalo in 1931 as publicity director of Wm. Hengerer Co. Three years later he went with the Kleinhans Co.

Mr. Schutz



Radio Advertisers

ANTHRACITE INDUSTRIES, New York, has appointed J. Walter Thompson Co., New York, as agency for an industry campaign. New media plans are in preparation. Account has been inactive in radio for a year or more.

NATHAN PERLSTEIN, merchandising director, has been promoted to advertising manager of Pabst Sales Co., Chicago.

FRANK R. BRODSKY, advertising manager of Elgin National Watch Co., Elgin, Ill. has been appointed advertising manager of the Pepsodent Division of Lever Bros. Co., Chicago.

SPENCER SHOE Corp., Boston, chain of 55 stores operating under the name of Triplex or Spencer, has appointed Norman D. Waters Assoc., New York, as agency effective Feb. 1. Current schedule includes evening chain breaks in New England and Pennsylvania. New radio plans are now in preparation.

PEPSODENT Co., Chicago, will sponsor beginning Feb. 1 an hour-long program called *La Sonriasa Pepsodent*, three times weekly on WPRP Puerto Rico. Indefinite contract placed direct.

GROVE LABS., St. Louis, was to start a test campaign Jan. 22 using five-minute shows and spot announcements on KVFD Ft. Dodge, Ia. and KBIZ Ottumwa for 13 weeks. Agency is Russel M. Seeds Co., Chicago.

H. GOODMAN Inc., Cleveland (White Dove mattresses), has signed for a news series by John B. Kennedy, commentator, on WJW Cleveland, Monday through Friday 1-1:15 p.m. beginning Jan. 22. Agency is Lustig Adv., Cleveland.

UNITED DRUG Co, Boston, will run radio advertising for its semi-annual one-cent sale of Rexall products for four days during the first week in May on a list of probably over 200 stations. Talent and format of the usual transcribed quarter-hour program used have not been determined. Company is still giving consideration to sponsorship of a network show but has arrived at no decision. Agency is N. W. Ayer & Son, New York.

FURMBILT CLOTHING Co., Los Angeles (chain clothiers), on Jan. 22 starts thrice-weekly local cut-in on Blue Raymond Graham Swing Program on KECA Los Angeles. Contract is for 39 weeks. Firm also sponsors daily quarter-hour newscast on KDYL Salt Lake City and spot announcements on KFMB San Diego. Allied Adv. Agencies, Los Angeles, has account.

J. G. HAGEY, of the B. F. Goodrich Rubber Co. of Canada, Kitchener, Ont., and G. Russel Hogg of Lambert Pharmacal Co. (Canada), Toronto, have been named directors of the Assn. of Canadian Advertisers succeeding R. L. Sperber, Sterling Products Ltd., Windsor, and George Stinebeck, Bauer & Black, Toronto, who have moved to the New York and Chicago offices respectively of their companies. Mr. Sperber is immediate past president of ACA. Now president of ACA is C. R. Vint, president of Colgate-Palmolive-Peet Co., Toronto, who has been named a director of the Canadian Bureau of Broadcast Measurement, representing ACA on the nine-man BMB board.

WSLI
JACKSON
MISSISSIPPI

JACKSON — *DOUBLED!*

Jackson is on the double these days. It is the center of twice as many industries, twice the oil production, twice as many people, TWICE the business.

WSLI—the "Double-Return" station—offers you effective, thorough coverage of this market—at less cost.

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

Subscription Radio Is Wanted By People, Weiner Tells FCC

CONVINCED that the FCC will license subscription ("pig-squeal") radio because a survey indicated that the people want it and many would prefer it over commercial radio, officers of Subscription Radio Inc., subsidiary of Muzak Corp., in Washington last week demonstrated their proposed service to members of the Commission, its staff and to news personnel at the Mayflower Hotel.

There was no doubt in the mind of Joseph Weiner, general counsel for the William Benton interests, but that the FCC was "sold" on the proposed service as outlined last October at allocation hearings [BROADCASTING, Oct. 16]. Neither was there any doubt but what the Commission would interpret its multiple ownership rule as not applying to Subscription Radio, despite the fact that three channels will be required in each city where the service operates.

Fly Not Present

Mr. Weiner declined to name officers of Subscription Radio Inc. but said it was owned by the "same interests" as Muzak Corp. of which James Lawrence Fly, former FCC Chairman, is board chairman. He said directors include Beardsley Ruml, chairman of the Federal Reserve Bank of New York, executive of R. H. Macy & Co. and nationally known tax expert, and Robert M. Hutchins, president of the U. of Chicago, of which Mr. Benton is vice-president.

Mr. Fly did not attend the Washington demonstration, although it was recalled that during allocation hearings, just before Mr. Weiner testified Chairman Fly called a recess and left the hearing. At that time Mr. Weiner mentioned as a possible director of subscription radio Chester Bowles, OPA administrator and former partner of Mr. Benton in the Benton & Bowles agency.

Victor Ratner, formerly of CBS, OPA and the Democratic National Committee publicity staff, used charts to explain a survey conducted by the Office of Radio Research, Columbia U., under the direction of Dr. Paul Lazarsfeld. The findings showed that most of the 1,000 persons interviewed in the Greater New York area don't like commercials; that they would pay a nickel a day for subscription radio, offering (1) classical and sweet music; (2) popular music, and (3) "public service programs".

Under supervision of William J. Herdman, Muzak vice-president and chief engineer, a demonstration was given. Muzak music was piped into the hotel via a radio set, equipped with the proposed "g..dget" to be made available only to subscribers. At first the music was splendid — indicating reception afforded a subscriber. Then he cut out the filter and a sustained 3,000-cycle tone blared forth, with the music fading to the background. That's what happens if a set owner doesn't subscribe to the service.

Mr. Weiner explained that "we never had a thought that subscription radio would be a substitute for regular radio service, rather we consider it an additional service". A few minutes later, however, he declared "we're competitive with everything there is".

Mr. Weiner was certain the FCC would not license subscription radio as an experimental service, an old custom with reference to new services. He was sure, he said, the Commission had been "sold" that the public wants subscription radio, that the service is ready to go with FCC approval and that experimental broadcasting with the service would not be necessary.

What They Think

Main purpose of the survey was to determine what men and women of different ages, education and income levels thought about subscription radio. Results showed that 41% of the men, 42% of working women and 29% of housewives would pay the required 5c a day for the service; that 37% of the A income group, 40% of the B and 34% of the C would pay for it; (D was eliminated on the basis that FM radios will be purchased chiefly by the three other groups); that 44% of those with college education, 34% of those with high school education and 29% of those with grammar school education would pay; that 58% of the 18-24 age group, 43% of the 24-34, 32% of the 35-44 and 28% of the over-50 would buy this service.

Some 37% of those interviewed in New York were found to be willing to pay for the three services outlined by Muzak, 57% unwilling and 6% with no opinion. These results compare interestingly with those of a survey made in an apartment project formerly serviced by Muzak's programs, where 57% of the tenants said they would pay the nickel to get music without talking or commercials, 25% were not interested and 18% were undecided.

Probing for reactions to current radio fare, interviewers asked "Are you satisfied with the kind of programs available to you", and failed to disclose any startling dissatisfaction with the medium—75% of the interviewees answering in the affirmative, 19% partly satisfied, 6% disapproving and 3% with no views. In answer to another question, 64% wanted "changes in radio" while 22% wanted no changes and 14% didn't know.

The news is going around—
Buy KQV in Pittsburgh!

Allegheny Broadcasting Corp.
National Representatives: SPOT SALES, INC.

DON'T GIVE A GLANCE TO SIDEVIEW (Ky.)!

Seen from any angle, Sideview has little to offer! Here in Kentucky, the place to sell is the *Louisville Trading Area*, which does more business and has more money than all the two-family-with-one-mule settlements in the State put together. And that area is WAVE's NBC domain—a big, concentrated market of Kentucky's best buyers. Try looking at it from *that* slant!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . N. B. C.
FREE & PETERS, INC.
National Representatives

WLAW
LAWRENCE, MASS.
5000 WATTS-680 KC
COLUMBIA AFFILIATE
SERVING NEW ENGLAND'S
3RD LARGEST CONCENTRATED RADIO AUDIENCE
Serving an Area of 152 Cities and Towns
NATIONAL REPRESENTATIVES
THE KATZ AGENCY, INC.

WAKR

Sells!

THAT'S WHY

AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER

95%

OF THEIR RADIO ADVERTISING DOLLAR ON WAKR

WAKR TOWERS OVER AKRON

Basic Blue Network

5000 WATTS

DAY AND NIGHT

★

Weed & Co.

National Representatives

C. R. VINT, president of Colgate-Palmolive-Peet Co., Toronto, has been named a director of the Canadian Bureau of Broadcast Measurement. He represents the Assn. of Canadian Advertisers on the nine-man BBM board. He succeeds R. L. Sperber, of Sterling Products Ltd., Windsor, Ont., moved to the New York office.

O-CEDAR OF CANADA, Toronto (floor polish) on Jan. 15 started *Bulldog Drummond* on CJBC Toronto. Account was placed by MacLaren Adv. Co., Toronto.

CANADIAN INDUSTRIES, Montreal (paints) on Feb. 12 starts thrice-weekly musical transcribed five-minute programs on a large number of Canadian stations. Account was placed by Ronalds Adv., Toronto.

LYMAN AGENCIES, Toronto (Tintex), starts in February transcribed spots on varying frequencies on a number of Canadian stations. Account was placed by Ronalds Adv., Toronto.

LAVOLINE CLEANSER Co., Toronto (Lavoline), has started transcribed spot announcements on a number of Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

LEVER BROS., Toronto (Lifebuoy) starts Feb. 12 five-daily transcribed spot announcements on a large number of Canadian stations. Account was placed by Ruthrauff & Ryan, Toronto.

VITROPHANE Corp., Brooklyn (decorating transfer), has started transcribed musical quarter-hour program twice weekly on CFRB Toronto. Account was placed by Rubin & Lesser, New York.

SEALY MATTRESS Co., Chicago and Milwaukee, on Jan. 21 began a weekly transcribed program on WGN Chicago for 52 weeks. Agency is Schwimmer & Scott, Chicago.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N. B. C.

MISSISSIPPI CROPS BRING $414,000,000

The total value of Mississippi crops in 1944 hit an all-time high record of 414 million dollars.* This is 52 million dollars more than the previous year's crops.

This high income from agriculture, coupled with new oil and industrial development, makes the Mississippi market one of the most fertile markets in the growing South.

Here in Mississippi much new wealth is waiting to be spent. You can be sure of reaching this Able-to-Buy market by having WJDX—"the voice of Mississippi"—carry your sales message—WJDX continues to D-O-M-I-N-A-T-E the radio-listener audience in Jackson and Mississippi.

* Bureau of Agricultural Economics.

Owned and Operated by

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

Jones and Millory Named Cowles V-P's

Other CBC Officers Reelected To Their Respective Posts

ELECTION of Merle S. Jan general manager of WOL Washington, and James S. Millory, v president of Cowles Magazines h as vice-presidents of Cowles Bro casting Co., w announced la week following board of direct meeting in D Moines.

Mr. Jones

Other officers the broadcasti company were elected. The co pany operates rectly KRNT D Moines and WO and through subsidiaries, WNA Yankton, WCOP Boston a WHOM New York-Jersey C The meeting discussed progra ming of the stations and meth of improvement with emphasis news programs and other progra directly related to the war a how they could be handled w greater service to the public.

Other officers reelected were:

Gardner Cowles Jr., preside John Cowles, chairman of the bo and vice-president; T. A. M. Craw vice-president; Craig Lawren vice-president; Phillip R. Hoffm vice-president; Carl T. Koest treasurer; Vincent Starzinger, s retary; Karl R. Haase, assista treasurer; L. Denemore Peters assistant treasurer; Arthur Gormley, assistant secretary.

Directors elected were:

Messrs. Gardner Cowles J John Cowles, Craven, Lawren Gormley, Starzinger.

IRE Reappoints Four

COMPLETING the roster of cers for the coming year, board directors of the Institute of Ra Engineers last Wednesday re pointed Haraden Pratt, MacK Radio & Telegraph Co., secretar Raymond A. Heising, Bell Lab treasurer; Alfred N. Goldsmi consulting engineer, editor.

FOR UNUSUAL PERFORMANCE IN IDAHO?

KSEI

POCATELLO · IDAHO

WCAE, KQV Switch Networks June 15

PITTSBURGH stations WCAE, now Mutual, and KQV, now Blue, will switch network affiliations June 15, according to announcements released simultaneously last Monday by the networks.

The Blue, in adding WCAE, gains a 5,000 w outlet, operating full time on 1250 kc, and affiliated with the *Pittsburgh Sun-Telegraph*. Mutual, in announcing that KQV, 1,000 w station operating on 1410 kc, will become its Pittsburgh outlet in mid-June, points out that contracts have already been let for new studios and new equipment for 5,000 w operation when materials are available. Station has been owned since November by Allegheny Broadcasting Corp.

Everybody Happy

Blue announcement was made jointly by Keith Kiggins, vice-president in charge of stations, and Leonard Kapner, president of Hearst Radio Inc., and general manager of the Hearst-owned WCAE Inc. Mr. Kiggins stated that the Blue had taken a major step forward in acquiring the new affiliate in Pittsburgh "a great business center from which national advertising originates in increasing volume." WCAE has an outstanding record of real service to public and advertisers, he added. Welcoming affiliation with the Blue, Mr. Kapner predicted the station would play an important part in furthering Blue progress.

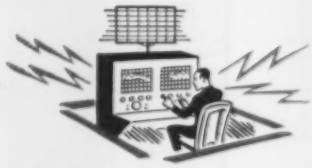
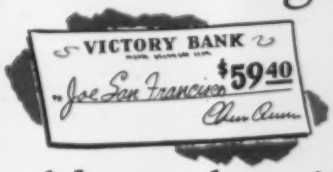
Gratified to have the station join Mutual, which he described as the nation's most aggressive network," J. S. (Pete) Wasser, KQV vice-president and general manager, announced at the same time that the station had contracted for the services of two new executives—Maurice Spitalny, as music director, and "Pie" Traynor, formerly Pittsburgh Pirate third baseman, as sports director. (See story, p. 72.)

Executives Delay Meet

BECAUSE Sen. Burton K. Wheeler (D-Mont.), its scheduled speaker, was attending the funeral last week of Rep. J. F. O'Connor (D-Mont.), the Radio Executives Club of New York postponed its scheduled meeting for last Thursday to Feb. 1. Sen. Wheeler, chairman of the Interstate Commerce Committee who some weeks ago wrote for *The Progressive*, an article "The Shocking Truth About Radio," charging radio was "dollar-hungry", is slated to discuss "What's Wrong With Radio".

Dewey Speaks

GOV. Thomas E. Dewey will broadcast his first major address since the November elections exclusively on NBC Feb. 8 from the annual Lincoln Day dinner at the Hotel Statler, Washington, 10-10:30 p.m. S. C. Johnson's *Fibber McGee & Molly* is canceled for the occasion.

You don't need radar  to locate the retail market pot o' gold . . . It's Northern California and the Bay Area Statistics show San Francisco's $2,246 per capita income is the nation's highest for cities over 500,000. The average weekly paycheck is 

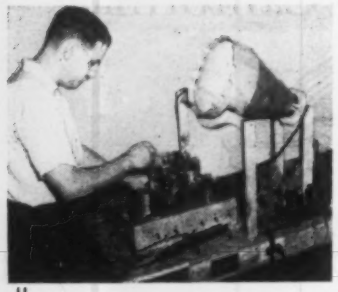
You cover the pot o' gold market like a rainbow by using KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

Getting Closer to Television



With a license from the FCC for experimental television broadcasting — the first such license granted to any station between the Mississippi and the West Coast—KDYL has put its technicians to work setting up the required equipment.

In the miraculous new medium of tomorrow, KDYL stands out in front just as this station has led the west in radio broadcasting.

Today a talented and well-trained staff of announcers assures KDYL advertisers utmost effectiveness for their messages—in a market where 970 out of every 1000 homes have radios.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

EXPERIMENT in public relations being conducted by WHK Cleveland consists of furnishing gratis the services of the WHK Orchestra to play for a two-hour dance at each of the 17 senior high schools in Cleveland and surrounding communities. During each of the dances a period will be broadcast with a student chosen for the opportunity to sing with the orchestra. Announced by H. K. Hackathorn, vice-president and general manager of WHK, plan was worked out with the cooperation and approval of the respective school boards and has for its purpose the object of bringing the treat of a top flight orchestra to the students. All proceeds obtained from the dances may be used by the schools as they wish. Mayor Thomas Burke was to attend the first dance Jan. 19 at Collinwood High School.

* * *

Preview Guests

COCA COLA Co. bottlers were invited to gather in the studios of Mutual affiliates last Friday to hear a preview of the company's *Songs From Morton Downey*, which shifts Feb. 5 from Blue to Mutual Monday through Friday 12:15-12:30 p.m. Speakers included H. B. Micholson, vice-president in charge of bottling sales, and Felix Coste, vice-president and advertising director, Coca Cola Co.; and Edgar Kobak, MBS president. Mr. Kobak was to introduce Morton Downey, singing star of the show expected back from a USO European tour in time to participate in the broadcast.

* * *

NBC Consumer Campaign

IN DOUBLE-SPREAD ads in January issue of *Life*, the *Atlantic Monthly*, *Harper's*, *Time* and *U. S News*, NBC has launched the first cycle in a special 1945 consumer campaign which will entail an expenditure of well over $100,000. Magazine campaign will be supplemented by extensive direct mail promotion via reprints.

* * *

Program Films

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, sponsor of John Charles Thomas on NBC, plans to make films of the program. Series of two-reel 35 mm shorts will be made available to schools, hospitals and charitable organizations. Agency is McCann-Erickson Inc., New York.

Merchandising & Promotion

WHK Experiment—NBC Consumer Campaign
WGAR Booklet—Topeka Tile

WLW Coffee Promotion

TO INAUGURATE its 1945 series of "One-A-Month" food promotions, WLW Cincinnati through its grocery trade relations dept. is devoting the first campaign to coffee promotion. Supporting the spot announcements for coffee on the air will be features on the *Home Forum* broadcasts, with new recipes using coffee and other ideas for the housewife for the use of coffee, *Buy Way*, the WLW merchandizing magazine, will devote a two-page spread to the coffee feature, with suggestions to grocers as to how to reap the greatest benefits from the WLW promotion.

* * *

362 Thanks to KNX

"'THANKS,' said the sheriff!" introduces a KNX Los Angeles folder telling of the response received by the station on their plan of sending postcards to community leaders to notify them of outstanding programs and scheduled features—such as a speech by Churchill. The folder identifies those who wrote by positions, not revealing names. The blurb tells of plan, how it works so successfully and "helps make KNX . a powerful salesman." Letters are quoted in part on the back page.

* * *

WGAR Booklet

BOOKLET containing reprints of broadcasts made from overseas by Dave Baylor, war correspondent and program director of WGAR Cleveland, is being distributed by the station to agencies, advertisers and friends. Mr. Baylor interviewed soldiers from the Cleveland area on many of his programs from the European Theatre of Operations.

* * *

CKAC Brochure

TO PROMOTE its early morning show, *Charivari*, CKAC Montreal, CBS outlet, has issued a brochure, in black and white with cartoon-like illustrations.

WKY Brochure

THREE pairs of eyes peer at t reader of a brochure released by WK containing an evaluation of Oklaho City by Gen. William E. Knude director of the Army Air Techni Service Command; Marquis Chil Washington columnist, and Thomas Wilson, chairman of the board of W son & Co. Brochure is designed show Oklahoma's postwar potenti ities.

* * *

Yankee Folder

FOLDER to promote the Yankee N work news service programs sponso by Smith Bros., Poughkeepsie, N. for coughdrops has been released the regional net for distribution New England drugstores. Progra are heard Tuesday-Thursday-Saturd 12:15-12:30 p.m. and Monday-W nesday-Friday 6-6:15 p.m.

* * *

Letter Contest

WJZ New York conducted a lett writing contest among New York C area high schools and awarded 2 student tickets to the Boston Sy phony Orchestra Concert sponsored the Blue by the Allis-Chalmers M Co., Agency is Compton Adv., N York.

* * *

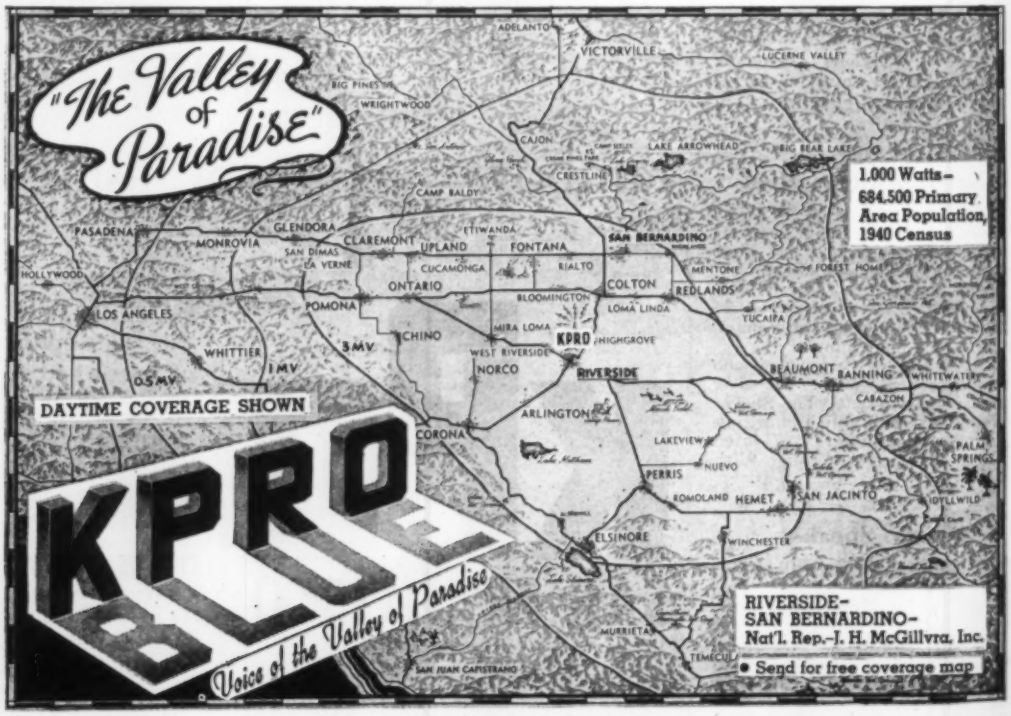
Topeka Tile

PROTECTION is the theme of a p motion piece from the novelty i shop at WIBW Topeka. Tieup is p vided with a decorated teapot tile. T tile can be torn off the brochure t practical use at home. A sales messa is glued to the bottom.

* * *

CKAC Pamphlet

CKAC Montreal has distributed a c toon pamphlet on its morning we day program *Charivari*, a participati funfest program. Recordings of t program are available, according the sales message of the pamphlet.



Your time will bring dimes . . .

FOR THE FIGHT

AGAINST INFANTILE PARALYSIS

Many famous personalities of screen and radio have graciously donated their time and talent to make the 1945 March of Dimes Campaign top all records. They've done a great job on electrical transcriptions and in volunteering for live network shows to come—but now it's up to you! Your time is needed to bring their appeal for the protection of our country's children to the attention of those who can help — your listeners — the American public.

TOP FLIGHT STARS with a Message close to the Nation's Heart

● **The 1945 March of Dimes entertainment parade features 15 minute recordings by *Kay Kyser* and his *Kollege of Musical Knowledge* with *Georgia Carroll* and *Buddy Twiss*; the *U. S. Navy Band* saluting our fighting Allies; *Raymond Scott* and his Orchestra playing original arrangements of his own popular tunes; a dramatic appeal by Hollywood star, *Clark Gable* and *Basil O'Connor*; and *Frank Sinatra* singing the hit tunes of the day.**

● **Other March of Dimes highlights include one minute spots by such well-known personalities as *Walter Winchell, Mary Pickford, Clifton Fadiman, Lowell Thomas, Henry Kaiser* and *Gabriel Heatter*. Headlining the January live network shows will be *Frank Sinatra, Bob Hope, Jack Benny, Dinah Shore, Eddie Cantor*, and scores of others.**

Your listeners want to help!

They'll give their dimes if you'll give your time during the coming campaign — January 14th to 31st. Every transcription and live show you broadcast will help the fight against infantile paralysis. *Give your time to the March of Dimes!*

BASIL O'CONNOR
President

HOWARD J. LONDON
Radio Director

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
Annual Fund-Raising Appeal
120 BROADWAY, NEW YORK 5, N. Y.

THE Business OF BROADCASTING

REGINA SCHUEBEL

Buyer Radio Time

DUANE JONES CO.

New York

Reggie's Reason

"With spot radio I can pick the time, place and station best suited for my client's needs."

We agree

"The steady growth of spot radio buying proves its flexibility and worth."

John Esau
General Mgr.

KTUL

5000 Sales-Productive Watts in Tulsa

CBS . Free & Peters, Inc.

New KPO Accounts

THREE NEW accounts have been placed on KPO San Francisco. Grove Labs., St. Louis, through Russel M. Seeds Co., Chicago, is sponsoring the *Korn Kobblers*, transcribed, 6:16-6:30 p.m. Monday. Purple Blade Corp., San Francisco, has started for 52 weeks *Close Shave*, five-minute transcribed program, heard daily except Monday, through Garfield & Guild, San Francisco. California Packing Corp., San Francisco, through McCann-Erickson, San Francisco, is placing transcribed spots for Del Monte coffee, Monday and Wednesday.

Play Spot Interest Shown

NEW York theatres are showing interest in the use of the midnight news period locally to promote Broadway productions. Theatre Guild has contracted for a six-times weekly period effective Jan. 24 on WOR New York in addition to its four-times weekly spot on WEAF New York, to promote "Jacobowsky and the Colonel" and "Sing Out, Sweet Land". Blaine-Thompson Co., New York, placed business for the Guild and for Select Theatres which uses a four-times weekly spot for "Laffin Room Only."

Nelson Expands

NELSON BROS., Chicago, is sponsoring two quarter-hour shows, *Record Reveille* Monday through Saturday and *Rhythm off the Record* Sunday on WGN Chicago, effective Jan. 15 and Jan. 21 respectively. Company also has renewed its two interview shows originating from tht Servicemen's Center, *Service Center Canteen* and *Chicago at Night*, on WGN. Contracts for 52 weeks were placed by Geo. H. Hartman Adv., Chicago.

Republic to Increase Radio

REPUBLIC PICTURES Corp., New York, continuing its cooperative advertising campaigns for "top budget" films and for the Roy Rogers, cowboy film star, will enlarge its advertising activities with co-op drives for Wild Bill Elliott and his western series, it was disclosed at a sales conference in New York. Republic will place added emphasis on radio advertising for Elliott's films, and is continuing to step up its overall use of radio, according to a company spokesman. Republic agency is Donahue & Coe, New York.

Evans on WGN

EVANS FUR CO., Chicago, began sponsorship Jan. 14 on WGN Chicago of a quarter-hour Sunday series titled *Salute to the Service*, which pays tribute to Chicago servicemen who have been decorated, replacing previously sponsored *This Is Hollywood* show. This completes balance of 26-week contract which began Oct. 15. Agency is State Adv., Chicago.

Grant Places S. A. Series

GRANT ADV. S. A., Buenos Aires subsidiary of Grant Adv. Inc., New York, has been appointed to handle advertising of Falcon, Calvo & Cia., manufacturers of Fontanares and Prestigio cigarettes. Latter product is to be promoted in a twice-weekly half-hour program on a network of 13 Argentinian stations.

Sunset West Coast Plans

SUNSET OIL Co., Los Angeles has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising and is formulating plans to include Pacific Coast radio as part of its campaign now under way.

WABD Corset Show

DIANA CORSET CO., New York, said t be the first corset firm to use television, o Jan. 17 presented a half-hour show o WABD New York, the DuMont statio depicting the history of the garment fro Revolutionary times to the present. Corse were not displayed on models, but we shown in the hand in each case. Show wa produced by Television Workshop. Agenc is Lester Harrison Assoc Adv., New Yor

Cards for Fighters

WLOK Lima, O. under joint sponsorshi with the Lima Tank Depot, is collectin playing cards from listeners for service men. The decks of cards, two to a packag are packed in waterproof containers an placed in tanks and jeeps leaving the a sembly line at the Lima Tank Depot fo shipment overseas to fighting fronts throughout the world

CKEY Starts 5,000 w

CKEY Toronto on Jan. 14 increased it power from 1,000 to 5,000 w daytime. It will continue to operate at 1,000 w night. CKEY is the first independently-owned Canadian station to increase its powe since the Radio Branch, Dept. of Transport Ottawa, last summer sanctioned about f Canadian stations to go to 5,000 w under the Havana Treaty.

WHN Gesture

WAR communiques including the names o local servicemen are passed on to the fam ily of the men concerned by WHN New York, which points out that many of thes bulletins cannot be put on the air. Note from Sidney Walton, WHN news editor accompanies each bulletin, distributed a a good-will gesture.

New PA Unit

PRESS ASSN. last week established a spe cial program department to set up pro grams for networks and agencies. Andrew C. Lang, formerly PA day news editor has been placed in charge with the title of program editor. New unit starts an ex pansion of network and agency program services.

Wire Recorder Licenses

FIVE NEW organizations have been li censed to manufacture the Armour Mag netic Wire Sound Recorder, it was an nounced last week by the Armour Researc Foundation. They are E. H. Scott Radio Labs., Chicago; J. P. Seeburg Corp., Chi cago; Lawyt Corp., Brooklyn; Radiotechni Lab., Evanston, and Boosey & Hawkes London.

Griffith Expands

HOMER GRIFFITH Co., Hollywood, sta tion representative, has taken over larger quarters at 681 Market St., San Francisco and appointed Edith Olson as account ex ecutive-manager. Mr. Griffith will divide time between Hollywood and San Fran cisco.

Nurse Recruiting

TO secure enlistments in the Army Nurse Corps, one of a group of 18 nurses who have seen action appear each week on *Bandstand*, record program on WPAT Pat erson, N. J. to describe their experiences

It's Your Move

..and your best move for direct cut copies of your recordings is to

U. S. Recording Co.

✓ 24 HOUR DELIVERY

✓ AIR CHECK SERVICE
"as others hear it"

✓ COMPLETE FACILITIES
For full air check service, remote pick-ups, service on all recording problems.

write for details to

U. S. RECORDING CO.

1121 Vermont Ave. Washington 5, D. C.

First in Prestige!
First in Audience!
First for Advertisers!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS · National Representative

History of Communications. Number Thirteen of a Series

MILITARY RADIO COMMUNICATIONS

Today the allied military radio equipments represent the "tops" in engineering design. Progress from the spark transmitter of World War I to present-day equipment is, indeed, a far cry. Taking up where they left off December 7, 1941, Universal Engineers, with their added experience with precision military equipment, shall produce for the public, electronic devices not of fantastic design — but of proven utility and quality.

After Victory is ours, radio amateurs, affectionately known as "hams," will be back after their experience with military radio equipment with an even greater desire to operate their own "rigs." It will be then that Universal will again have Microphones and recording components available on dealers' shelves.

< FREE—History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.

EXCELLENCE IN PRODUCTION

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Our Respects to

(*Continued from Page 38*)

chance to describe a football game. It was new to him, but Jack struggled through with it. His second game was better. Another offer came from WLAC and Jack, in his final college year, did a sportscast on WSM and one on WLAC. When he received his Master's degree June 6, 1934, Edwin M. Craig, general manager of WSM, had a graduation present waiting—a full-time job on the Nashville station.

Meanwhile Jack became fast friends with Ed M. Kirby, sales promotion manager of the National Life Insurance Co., owners of WSM. Together they worked out many "remote control" programs. In 1935 Jack organized the WSM special events department and later became director of news and special events.

His friend, Ed Kirby, went to the NAB as public relations director and Jack took over publicity, too. Then came war shadows and Mr. Kirby was appointed special adviser to the Secretary of War in charge of radio. In early 1941 he organized the Radio Branch in the Bureau of Public Relations and in April that year Jack Harris went to Washington to become director of news and special events of the new branch.

In October 1942 he was commissioned a major in the Army Specialists Corps, which was disband the following December. Becau of his age Jack was commissione a captain in the Army of the Unit States. On June 4, 1943, he a tained his majority and last M 4 was promoted to lieutenant co nel. His old boss at WSM, had be commissioned a lieutenant colon in April 1942 and later became C Ed Kirby.

When Col. Kirby went overse last year Col. Harris was nam acting chief of the Radio Brand

In the summer of 1941 Jack Ha ris, then a civilian, covered ma euvers in Tennessee and Louisia for the Radio Branch. His chief j was to see that the various ra correspondents were given full c operation and to consult with fi public relations officers.

During October 1941 the Ar held its first free maneuvers und Lt. Gen. Walter Krueger, who troops landed on Luzon. There we radio problems to be worked o and Jack Harris went into a hudd with Gen. Krueger's chief of st —a lieutenant colonel nam Dwight D. Eisenhower. Togeth they learned:

(1) Live broadcasts couldn't done from the front; (2) a meth of recordings should be develope (3) correspondents could be tra ported to the front and back fixed points for live broadcasts.

As a result of those maneuve the Radio Branch encouraged d velopment of the wire recorder. T day both film and wire are us for frontline recordings, which a flown back to fixed points f broadcast.

On October 8, 1937, Jack ma ried Mary Curtis, then traffic ma ager of the C. P. Clark Adv. age cy in Nashville. They have o son, and live in Alexandria.

Col. Harris, in civilian days, e joyed all types of sports, play golf, a little baseball and swa Since the war, however, his ch hobby is helping radio tell the sto of the war.

You think that's a joke, don't you? Well, the fact of the matter is that thousands of people in the Red River Valley practically never listen to any station but WDAY. You can guess what that means in terms of radio effectiveness. But don't take our word for it. Ask your local dealer or distributor. He'll tell you the same thing, or else we aren't a foot high!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLI

Home of Camp C

5000 watts Day, 1000 watts Night

950 kilocycles, Rep. by Hollingbery

Post-Dispatch Urges Cleanup

(*Continued from page 13*)

nd that their interest in newscasts is uite personal, quote emotional and ometimes become terribly tragic as hey hear the names and stories of oved ones in the news."

Since "The public today listens to adio news with reverence and solemnity," Mr. Fitzpatrick urged that radio espond in kind and clean up what has become "one of the most important how windows of radio". He concluded with the remark that, "A general step by the entire radio industry adding more dignity to news programs certainly would be to the advantage of all concerned."

The *Post-Dispatch* radio station, KSD, last year took these two steps of its own volition, because of its belief that news broadcasts should have greater dignity, especially during a war when radio must deal constantly with heroism and tragedy. KSD believes that the people are entitled to hear news without commercial interruptions, and that the broadcasting of news should not be sponsored by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors, enlarged pores, bad breath and a thousand and one equally revolting subjects.

KSD's decision to bar objectionable advertisers from its radio news programs is in keeping with a long-established advertising policy of the *Post-Dispatch*. While this newspaper has always had a representative advertising censorship, it adopted regulations in 1929 that went a good deal farther than any previously adopted by newspapers.

Basically, these aimed at the elimination of th false, fraudulent, unworthy and disgusting in advertising of medical, financial and other classifications. It also included advertising claims on the borderline—claims not readily justified by facts or general experience. The regulations set up standards of good taste to which all advertisers must submit.

Just as KSD is now turning away revenue because of its standards of radio newscasting, the *Post-Dispatch* has rejected many advertisements because the copy submitted was objectionable—repulsive, suggestive or offensive in text or in illustration. Others have been rejected on the ground that the product and the advertising were not suitable for open discussion and, therefore, unfit to be printed in a newspaper which is read in the home.

The broadcasting of news by radio has become so vital a public service and has so brilliant a future that it should not be marred by cheap commercialism or by a grasping attitude on the part of radio station owners. There is all the difference in the world between pure entertainment and news broadcasting. What may be tolerated or condoned in connection with an entertainment broadcast becomes highly objectionable in connection with a news broadcast.

What do NBC, Columbia, Mutual and Blue networks which should take leadership in all matters pertaining to radio prestige, say to the proposal that middle commercials be barred and that a rigid censorship be imposed to rid newscasts of improper sponsorship?

Joan Kenley Test

JOAN KENLEY Blouse Corp., New York, using radio for the first time, is clearing time for a weekly quarter-hour musical program on NBC, according to Sterling Adv., New York, agency in charge.

Miss Helen Thomas
Spot Broadcasting, Inc.
New York City

Dear Helen:

How're the breezes blowing for you these days? Had much snow up there?

We had so much of it down here in the hills recently that folks were really snowed-in. We managed to stay on the air and all our WCHS folks made it to the studios in snow suits, etc. Good thing we did, too. War production in our many plants hereabouts kept going and we're glad we could help. How? Well, we kept the air waves full of information . . . told the employees of the TNT plant where and when busses would pick them up to get them to their jobs. It worked out! The workers got in! Production schedules were maintained! Sure makes us feel good to be able to do things like that.

Yrs.,
Algy

WCHS
Charleston, W. Va.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

SELL
1945's MAGIC
MARKET
with
WROL

In Sales Management's High Spot Cities Forecast for January Tennessee cities rank as follows:

CITY	CITY INDEX	CITY-NAT'L INDEX
KNOXVILLE	277.5	172.4
Nashville	170.4	105.8
Chattanooga	164.5	102.2
Memphis	148.6	92.3

Every Tennessee advertising schedule should begin with Knoxville, and the sales key for this magic market is WROL. See John Blair and Company, or wire WROL direct for availabilities.

WROL *Knoxville*
NBC FOR EAST TENNESSEE

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Interested in Cuba's Market ?

Ask your Time-Buyer about "RHC CADENA AZUL", the Colossus* of Cuban Radio

**Best Radio Service in Cuba Affiliated with the Columbia Broadcasting System.*

RHC CADENA AZUL

RHC Cadena Azul

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

District Meetings Endorse BMB

Continued from page 13)

Sioux City, WTIC Hartford, KLZ Denver, WTAR Norfolk, KFI Los Angeles, KHJ Los Angeles, KMPC Los Angeles, KXRO Aberdeen, KOIN Portland, WIBC Indianapolis, WLAP Lexington, WCMI Ashland, WBIR Knoxville, KRE Berkeley, WGBF Evansville, WCBS Springfield, WEBQ Harrisburg, WJAC Johnstown, WFIL Philadelphio, WMAL Washington, WDZ Tuscola, WDAN Danville, KSCJ Sioux City, KICA Clovis, WPTF Raleigh, WSJS Winston Salem, KODY North Platte, KTOK Oklahoma City, KVOO Tulsa, WRNL Richmond, WDBJ Roanoke, WTAR Norfolk, WCLO Janesville.

Among six resolutions adopted by the convention in its final business session was one endorsing the BMB plan and urging similar endorsement on other broadcasters of the nation.

In the opening session Monday, C. E. Arney Jr., secretary-treasurer of NAB, making his annual report, stressed as the two major problems now facing radio the critical manpower shortage and the platter-turner issue which centers around James C. Petrillo's AFM.

Mr. Arney warned broadcasters that revised Selective Service demands would find station staffs throughout the nation further depleted within the next few months. He emphasized that the local Selective Service boards practically were autonomous in the selection of personnel for the armed services, and that they were determined to meet their increased quotas. He emphasized that a deferment was not to be confused with an exemption and that station managers should attempt now to find replacements for any personnel presently in deferred classifications.

Manpower Inventory

He appealed to licensees to take an immediate inventory of their staffs, determining their essentiality, and to review this inventory with local draft boards. He added that only station managers, in some cases assistant managers, engineers, the program director and the news chief are deferrable for occupational reasons in radio which, he pointed out, still is classified as an industry essential to the war effort.

Mr. Arney reviewed the platter-turner controversy which finds the National Assn. of the Broadcast Engineers & Technicians and the AFM both vying for the right to turn transcriptions. Pointing out that NABET had filed an unfair practice complaint with the NLRB, alleging that the Blue Network and the NBC had declined to negotiate with the union, Mr. Arney predicted that the NLRB probably would report the petition out to the Circuit Court of Appeals for review.

The NAB official pleaded with the delegates to face the Petrillo issue as one affecting all broadcasters, and not alone those stations with which Petrillo's union now has contracts in force.

A closer working understanding between the program and commercial departments of local stations was urged by Robert Atherton, program director of WMC Memphis, in a special panel on program problems.

Representing the Government, Willett Kempton, OWI Chief of Station Relations, Washington, said that OWI asks local broadcasters to air only enough war effort appeals to do the necessary job. He said that the broadcast of too many Government appeals creates listener fatigue and lessens the effectiveness of the effort.

Recommendation of the Sales Managers Committee, relayed to the Sixth District delegates by Lewis H. Avery, NAB director of broadcast advertising, that the present standard form of contract be amended to provide extension of discount privileges on annual contracts beyond the running year, met with opposition. The sales managers' proposal, if adopted, would permit the advertiser to cancel after the expiration of a year's contract, still enjoying, however, the 52-week discount during the period he ran over the year.

Seek Set Standards

Upon motion by Henry W. Slavick, general manager, WMC Memphis, following a suggestion by Mr. Wooten, the membership voted to recommend that other district meetings consider a plan for establishing standards upon which receiver manufacture would be based. The plan would encompass a cooperative venture by the engineering committee of the NAB and a representative committee of the receiver manufacturers toward establishing minimum standards for sets. If adopted as proposed, it would provide that each set meeting such established standards would bear an NAB seal of approval.

Speaking of the proposal, E. A. (Bob) Alburty, WHBQ Memphis chairman of the Resolutions Committee, said: "For years now the FCC has been urging the broadcasting stations to improve their physical properties. As we have improved our service, some of the radio set manufacturers have decreased the quality of their equipment. It seemed ridiculous for us to spend terrific sums for new and better equipment just to have it wasted with poor reception on poor receiving sets."

A resolution to seek time of the networks during which a program directed by NAB, and designed to present the accomplishments of radio as a medium to the American listener, was adopted unanimously. Mr. Wooten, calling for unanimous action on the proposal, said that other media used their own space to promote their own endeavors and that radio should tear a sheet from the same book.

Other resolutions adopted provided for re-affirmation of the industry in its endeavor to help win the war quickly, proposing a special effort in that direction in its 25th anniversary year; and a resolution expressing the district's gratitude to Mr. Wooten and his Memphis colleagues in acting as host for the meeting.

Among resolutions adopted at Dallas was one expressing the District's appreciation of the work of Mr. Halff and Mr. Ryan and noting its gratitude to the Dallas stations for their part in the meeting; a resolution calling on the NAB Board to continue its efforts toward training newcomers for broadcasting; a resolution condemning Petrillo's platter-turner demands and another urging the industry to extend and expand its interest in public service programs.

As at Memphis, a unanimous resolution endorsing the BMB plan was adopted. In both cities, Mr. Feltis was host at a luncheon for local advertising agencies.

AN ORIGINAL presentation of WRGB Schenectady, General Electric television station, was produced Sunday for the first time on a New York video station. The *Golden Ox*, first of a GE institutional series, was televised over WNBT, NBC station.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

REGISTRATION

6th District

ARKANSAS: William E. Ware, KWFC ...t Springs; John A. England, KFPW ...rt Smith; Bill Slates, KFPW Fort Smith; ... C. Warren, J. O. Floyd, William T. Tap... ...n, KFFA Helena; Ed Zimmerman, Julian ... Haas, KARK Little Rock; Roy Judge, ...RA Little Rock; Pat Walsh, United ...ess, Little Rock; Jack Parrish, KOTH ...ne Bluff.

LOUISIANA: Roy Dabodie, WJBO ...aton Rouge; J. C. Liner Jr., KMLB ...naroe; Harold M. Wheelahan, WSMB New ...leans; J. D. Bloom Jr., WWL New Or... ...ns; T. B Lanford, KRMD Shreveport; ...ha C. McCormack, KTBS Shreveport; ...ed Ohl, KWKH Shreveport.

MISSISSIPPI: Davis M. Segal, WROX ...arksdale; Bob McRaney, WCBI WELO ...ROX Columbus; D. A. Matison, Hugh M. ...ith, WAML Laurel; F. C. Ewing, ...GRM Greenwood; P. K. Ewing Jr., ...MIS Natchez; Gene Tibbett, WELO ...pelo; Emmet H. McMurry, Thomas ...klin, WJPR Greenville; Wiley P. Harris, ...JDX Jackson; L. M. Sepaugh, WSLI ...ckson.

TENNESSEE: E. A. Alburty, Eugene ...rnelle, John Orr, WHBQ Memphis; ...mes A. Reid, Dixie Portland Flour Co., ...mphis; W. A. Wilson, WOPI Bristol; ...rman Thomas, Earl Winger, Carter M. ...rham, WDOD Chattanooga; W. E. Wil... ...ms, WJZM Clarksville; Jess Swicegood, ...KPT Kingsport; John P. Hart, WBIR ...oxville; Claude Frazier, Allen Stout, ...ROL Knoxville; H. W. Slavok, E. C. ...rse Jr., Cliff Goodman, Bob Atherton, ...MC Memphis; H. R. Krelstein, Francis ...amberlain, Robert Hobgood, WMPS ...mphis; Hoyt B. Wooten, Hollis R. ...ooten, S. D. Wooten Jr., Roy Wooten, ...lson Raney, WREC Memphis; F. C. ...well, F. D. Binns, WLAC Nashville; Jack ... Draughon, WSIX Nashville; Harry ...one, George Reynolds, Dean Upson, Ottis ...evine, WSM Nashville.

WASHINGTON, D. C.: Mr. Ryan, Mr. ...rney, Mr. Avery, NAB; Robert K. Rich... ...rds, BROADCASTING; Willett Kempton, OWI, ...omestic Radio Bureau; Mr. Feltis.

NEW YORK CITY: Ralph C. Went... ...orth, BMI; Charles Godwin, MBS; Burt ...quire, SESAC; John Mayo, Langworth ...ibrary; Claude Barrere, NBC; James H. ...onnolly, Peter Schloss, Blue.

GEORGIA: Stanley Whitaker, UP, At... ...nta; Madelinn Chace, OWI, Atlanta.

ILLINOIS: Ralph S. Hatcher, CBS, Chi... ...cago.

MISSOURI: Jerry A. Deane, OWI, Kan... ...as City; George A. Kercher, Edward ...etry & Co. Inc., St. Louis.

NEW JERSEY: Herman H. Rathkamp, ...Finch Tel., Passaic.

13th District

TEXAS: Howard Barrett, KRBC Abilene; ...aymond D. Hollingsworth, O. L. (Ted) ...aylor, Aubrey Jackson, KGNC Amarillo; ...lex Keese, Taylor-Howe-Snowden, Amaril...; Walter G. Russell, KASA Amarillo. Pat ...delman, KTBC Austin; John W. Gun... ...ream, State Dept. of Education, Austin; ...ardy C. Harvey, KNOW Austin; E. C. ...avis, KRIC Beaumont; C. B., Locke, ...FDM Beaumont; Wendell Mayes, KBWD ...rownwood; Aubrey H. Escoe, KAND ...orsicana; Ray Collins, WFAA Dallas; J. ...Crocker, KRLD Dallas; Herbert Denny, ...tandard Radio, Dallas; J. H. Douglas, ...eneral Electric, Dallas; Charles B. Jor... ...n, Roy Newman, Pete Teddlie, WRR ...allas; Karl Lambertz, Ralph K. Maddox, ...ames H. Moroney, WFAA-KGKO Dallas; ...lyde B. Melville, Lone Star Chain, Dallas; Morris M. Ming, R. G. Terrell, KSKY Dallas; W. A. Roberts, KRLD Dallas; R. V. Hammond, Jr., D. L. Hendrick, KRRV Sherman-Denison; Lillian Caldwell Jarman, KTSM El Paso; C. L. Trigg, KROD El Paso; Layne Beatty, Ed Lally, R. C. Stinson, George Cranston, WBAP-KGKO Dallas; Gene L. Cagle, KFJZ Ft. Worth; Troy McDaniel, KGBS Harlingen; Bill Bennett, Reese Reinecke, T. Frank Smith, KXYZ Houston; Roy Hofheinz, KTHT Houston; B. F. Orr, KTRH Houston; Kern Tips, KPRC Houston; James R. Curtis, KFRO Longview; Dewitt Landis, KFYO Lubbock; J. M. McDonald, KRLH Midland; Bill Laurie, KNET Palestine; Wayne Phelps, Tex Deweese, KPDN Pampa; Ernest Jones, KPLT Paris; Jack Hawkins, KIUN Pecos; W. I. Harpole, KVOP Plainview; Lewis O. Seibert, KGKL San Angelo; Charles W. Balthrope, Bill Michaels, KABC San Antonio; C. K. Beaver, Hugh A. L. Halff, Frederick A. Peery, WOAI San Antonio; George W. Johnson, Rex Preis, Doug Romine, KTSA San Antonio; Burton Bishop, KTEM Temple; Robert Bielch, Ernest Hackworth, Walter E. Hussman, Don H. Myers, Frank O. Myers, KCMC Texarkana; James G. Ulmer, KGKB Tyler; R. Lee Glasgow, WACO Waco; Archie J. Taylor, KRGV Weslaco.

ILLINOIS: Gus Hagenah, Standard Radio, Chicago; Ralph S. Hatcher, Station Relations, CBS, Chicago; A. W. Kaney, NBC, Chicago.

NEW YORK: George W. Johnston, SESAC Inc., New York City; Linnea Nelson, J. Walter Thompson, New York City; Ralph C. Wentworth, Broadcast Music Inc., New York City; Claude Barrere, NBC, New York City; James H. Connolly, Blue Network, New York City; Hugh Feltis, Broadcast Measurement Bureau, New York City; Charles Godwin, Mutual, New York City.

LOUISIANA: George H. Thomas, KVOL Lafayette.

NEW JERSEY: Sherman H. Rothkamp, Finch Telecommunications Inc., Passaic.

MISSOURI: George A. Kercher, Edward Petry & Co., St. Louis.

WASHINGTON, D. C.: Lewis H. Avery, Robert T. Bartley, Helen Cornelius, NAB.

—Memphis Commercial Appeal

HUGH FELTIS (left), president of BMB, shows a contract for the standard audience measurement plan to Hoyt Wooten, president WREC Memphis, and Sixth District director of the NAB, and C. E. Arney, Jr. (right), secretary-treasurer of the NAB. Occasion was Sixth District meeting held in Memphis Monday-Tuesday last week.

NAB DISTRICT MEETINGS

DISTRICT meetings scheduled by the NAB are being held as follows:

First Section

District 16—Los Angeles, Mon., Tues., Jan. 22-23, Biltmore Hotel.

District 15—San Francisco, Thurs., Fri., Jan. 25-26, Fairmont Hotel.

District 17—Portland, Mon., Tues., Jan. 29-30, Benson Hotel.

District 14—Salt Lake City, Thurs., Fri., Feb. 1-2, Utah Hotel.

Districts 10-12—Kansas City, Wed., Thurs., Feb. 7-8, Muehlebach Hotel.

District 11—Minneapolis, Mon., Tues., Feb. 12-13, Nicollet Hotel.

District 3—Pittsburgh, Thurs., Fri., Feb. 15-16, William Penn Hotel.

Second Section

District 1—Boston, Mon., Tues., March 5-6, Statler Hotel.

District 2—New York, Thurs., Fri., March 8-9, Roosevelt Hotel.

District 5—Jacksonville, Mon., Tues., March 12-13.

District 4—Hot Springs, Fri., Sat., March 16-17, Homestead Hotel.

District 7—Cincinnati, Mon., Tues., March 19-20, Gibson Hotel.

Districts 8-9—Chicago, Wed., Thurs., March 21-22, Palmer House.

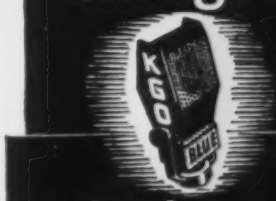
Leaf Gum on NBC

LEAF GUM Co.'s *Tin Pan Alley of the Air* started on 79 NBC stations last Saturday, 5:45-6 p.m. with baritone-composer Jack Owens; the Vagabonds, Negro quartet; Jimmie Blade and the Leaftans, instrumental group; Johnny Neblett, narrator and guest star. Each week program will honor the music of one of America's popular music composers. Mr. Owens will interview a guest star and give a citation of merit to a woman in the armed forces. Agency is Bozell & Jacobs, Chicago.

Brines Joins WGN

PAUL C. BRINES, director of public relations of George S. May Co., Chicago, becomes the new publicity director of WGN Chicago, replacing Dale O'Brian, now with Encyclopedia Britannica. Mr. Brines, prior to his association with the May Co., was Chicago manager of BROADCASTING Magazine.

The San Francisco Radio Picture *Has* changed!



Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

ROCKFORD'S *only* STATION

WROK

THE *only* STATION THAT CAN DO A JOB IN

ROCKFORD, ILLINOIS

1000 WATTS

✓ check with HEADLEY-REED

BLUE NETWORK

Cut in WOV Musicians Urged

(*Continued from page 15*)

ployment of its members," Mr. Northrup continues, "but in the instant case it has descended into featherbedding pure and simple. And this has occurred not only at a time when there is no unemployment of musicians either nationally or locally, but at a time when the union has secured adequate protection against unemployment contingencies in the future" through the "unemployment tax" on records. "Quotas which exceed the number of men needed can, therefore, now in fact be compared to double taxation."

In view of the "extraordinarily serious manpower shortage" to which "featherbedding without a doubt contributes," the report declares that the union cannot "argue plausibly that its members are musicians, not factory workers. We have already found that unemployment among musicians is absent. If the musicians herein involved cannot, even in the present labor market, find employment in their trade, they will find ample opportunities in war work. They can learn to perform new jobs just as 11,000,000 men and women in the armed services and many more millions in war work have done. To be sure, that it a harsh statement. But it is quite mild compared to the realities of war."

Recommending that the minimum quota in the WOV-Local 802 agreement be reduced from 12 to 5, the hearing officer also recommends that the union's demand for a 15% increase in scale be granted as there has been no increase for WOV musicians since Jan. 1, 1941. Increase is made retroactive to April 1, 1944, but only for the 5 employes retained by the station. "It is of course neither possible nor recommended that the 7 extra musicians be dismissed, effective April 1, 1944," Mr. Northrup states, "but it is utterly inequitable to assume that they should receive any part of the recommended increase."

* * *

Video Musicians Out

Use of musicians on programs telecast by WCBW, CBS video station in New York, has been temporarily discontinued following receipt of an edict from James C. Petrillo, AFM president, that network staff musicians may not be used on television but that musicians must be specially engaged for appearances in that medium at the single engagement rate. Network's television executives hope to discuss the matter with Mr. Petrillo within the near future and to work out an arrangement which will permit the resumption of musical programs.

Last Friday, substitutions were made for *At Home*, variety program, and *Vera Massey's Song Program*, the two regular CBS television presentations affected by the edict. A change in the Thursday night schedule, with the *Mademoiselle* program postponed until a later date, was caused by production difficulties and had no connection with the musician situation, it was stated.

Kenu Coast News

KENU PRODUCTS Inc., Los Angeles (Kenu cleanser), on Feb. 3 starts sponsoring weekly early morning, quarter-hour *Dr. Wallace Sterling—News Analyst*, on 12 CBS Western stations, Saturday, 7:45-8 a.m. (PWT). Contract is for 52 weeks. Firm also sponsors weekly five-minute newscast on KNX and twice-weekly 10-minute commentary by Ed Jorgenson on KECA. Little & Co., Los Angeles, has account.

May Use Wayne King

AMERICAN TOBACCO Co., New York, is understood to be negotiating to sponsor Wayne King, recently released from the armed forces, on a network program for Lucky Strike cigarettes. Ruthrauff & Ryan, New York, which now handles only the Jack Benny-Lucky Strike NBC show for American Tobacco, is said to be the agency considering the new series, although Foote, Cone & Belding, New York, handles all other radio advertising for Luckies.

NLRB Compaint

(*Continued from page 18*)

which I am sure neither you nor I de... Therefore, I hasten to bring to your at... tion my position in this matter irrespe... of the certification by the Board, and I ... quest you to take all necessary steps ... put into force and effect the agreem... we entered into for the members of ... AFM in pancake turning."

Mr. Woods' letter expressed ... desire of the Blue for "a final ... binding determination of the ju... dictional dispute between NAB... and the AFM".

"The first obligation of the Blu... he advised Mr. Powley "is to ... public. Holding a public franch... we will make every effort to c... tinue the operation of the netw... without interruption, and t... maintain our essential public se... ice".

Mr. Woods asserted that th... are no legal means by which B... can initiate a procedure to se... the dispute and "is therefore g... that NABET is taking this nec... sary step." He said that if Mr. ... trillo carries out his threat to ... der a series of "wildcat strikes" ... the nets sign with NABET, ... will be impossible for us to bro... cast leading programs on the n... work because of the absence of m... sicians. . . . The result would ... that the operation of the Blue N... work would be seriously jeopa... ized."

Issuance of the complaint in ... platter-turning case brings ... NLRB into the case for the sec... time, after the Board origina... stepped into the controversy to ... termine the jurisdictional disp... between the technicians and the m... sicians when the War Labor Boa... prevented a strike by NABET l... June when James C. Petrillo, AF... president, attempted to move in ... both networks.

Chronology

Here, briefly, is a chronology ... the platter-turning controversy:

March 1944—New York key stations ... four major networks reach agreement w... Local 802, AFM, to employ musicians ... turntable operators, effective June 1, ... mediately following termination of ... tracts of NBC and Blue with NABET.

April 1944—Mr. Petrillo, in official or... of AFM, *The International Musician*, ... veals agreement with networks to em... musicians for platter turners at all ow... and operated stations, effective June ... and sees jobs for at least 2,000 musici...

May 1944—President Powley announ... NABET will strike if musicians move ... declares networks acted in "bad faith".

May 22, 1944—Members of IBEW ... some 25 stations threaten strikes on J... 1 if Petrillo-network agreement goes ... effect.

June 1944—NABET strike averted ... WLB which orders case in status quo, pe... ing investigation.

July 1944—NABET reopens contra... with NBC and Blue.

August 1944—NABET agrees to conti... on day-to-day basis with nets after ... piration of its contract on Aug. 25, pe... ing NLRB determination of its juris... tion over turntables.

Sept. 28, 29, 1944—Hearings held bef... NLRB Examiner James O. Paradise ... New York.

Nov. 1944—Oral arguments on juris... tional question held before NLRB in Wa... ington.

Nov. 24, 1944—NLRB certifies NAB... jurisdiction at all NBC and Blue O an... stations except Chicago.

Dec. 1944—Nets announce they will s... negotiations with NABET on new c... tract. Petrillo warns nets he will c... strikes if nets give NABET turntable ju... diction.

HE'S THE RICHEST FARMER IN THE U. S. A. . . !

The California farmer has the highest* cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm . . . ! The *Beeline* is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed *2½ billion dollars!

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy Beeline rate listing first under California in Standard Rate and Data

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

REACTION TO FCC SPECTRUM PLAN

PAUL W. KESTEN

CBS Executive Vice-President

AS TO TELEVISION, the facts in the FCC report on frequency allocations speak even more clearly than the comments which accompany them. These facts strip the advocates of low-frequency, low-definition television of all hope that television will remain at that level. Although the report permits narrow-band, coarse-screen commercial television to go right ahead, it takes away the wavelengths needed to establish even such a system on an adequate nationwide basis.

The frequencies available for low-quality television are reduced from 18 to 12, while the FCC points out that nearer 30 frequencies are needed. Facing this problem squarely, the FCC proposals provide space for 30 frequencies, each of them more than twice as wide as present bands, for television pictures twice as good, in the higher wavelengths. Thus, in effect, the Commission actually proposes six times as much space in the spectrum for the new and better pictures as for the prewar pictures.

Sharing Significant

Most significant of all, perhaps, is the cold fact that of the 12 channels left for low-quality television, 11 are not even cleared exclusively for television, but must be made available for other services as well. And as to the one low-quality channel assigned exclusively to television, the report points out that this was done only to make it easier to take this single simon-pure television frequency away from television entirely, turning it over to FM "if television should in the future vacate this channel".

It seems to us that the whole factual content of the television sections of the allocations report clearly indicates the Commission's desire and belief that American television should move promptly into the higher frequencies which alone permit high-quality pictures and true nationwide television service.

If our interpretation of the report is correct, CBS will redouble its efforts to be the first to demonstrate in actual broadcasting in the New York area, the higher quality television pictures in full and natural color which the upper reaches of the radio spectrum make possible.

Until the recent revision of war production schedules and its effect on civilian priorities, we were confident that this could be done before the end of 1945. It may still be done in that time, and in any event at the earliest possible moment consistent with an all-out war effort.

By J. R. POPPELE

President, Television Bestrs. Assn.

THE Television Broadcasters Association is pleased to learn that the Federal Communications Commission has rendered a decision favoring continuance of commercial television in the portion of the spectrum currently used by television broadcasters. The Association, in support of the Radio Technical Planning Board, appeared before the Commission during its allocation hearing and strongly urged the establishment of a television service to the public based on the recommendations of the nation's top engineers and scientists who comprise the RTPB.

The FCC, as a result of the recent hearing, has announced its decision for television allocations and other postwar services. The Commission, after due deliberation and careful study, holds that it "does not believe that broadcast service to the public through the use of a six mc channel with the improvements presently available over prewar developments, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra high frequency can be developed and proven."

It therefore acted accordingly, stating that it has "endeavored to assign to television broadcast as many six mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum."

The Television Broadcasters Assn. Inc. earnestly believes that further experimentation in television will bring new wonders to the public in the years to come. It is extremely pleased to learn that the recommendations of the RTPB and TBA that space in the spectrum be provided for experimental development has been accepted by the Commission. This space for experimentation is to be available between 480 and 920 mc and I feel certain the industry will apply itself most arduously to the task of solving the problems which these ultra-high frequencies present.

Supports FCC View

TBA supports the view of the Commission that the higher frequencies need further experimentation. As the FCC points out, "the time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered."

It is noted that in taking this position, the FCC has not assigned any specific chanels in the ultra-high frequency band for commercial television. Thus the Commission has taken the progressive view and supports immediate commercialization of this industry in that position of the spectrum recommended by industry leaders.

The FCC pronouncement on television can expand as soon as manpower and manufacturing facilities can be made available, TBA believes that additional frequencies can be provided for commercial television when the needs of the Government and the military may be less than in the present emergency. It is quite obvious that the Commission has done all in its power, under the circumstances of war, to meet the recommendations of the majority of the industry.

The FCC pronouncement on television is concrete evidence that the new art, as presently developed, is ready for the public. With this question now settled by the Government itself, the broadcasters and manufacturers can and will proceed to make definite plans for broadcast service and for the manufacture of television transmitters and receivers. TBA looks forward with eagerness and enthusiasm to the rapid expansion of television just as soon as manufacturers are free to produce civilian goods.

ALLEN B. DuMONT

President, Allen B. DuMont Labs.

FROM the immediate engineering and economic standpoint, I believe the new television frequency allocations are reasonably satisfactory. In the long range sense, of course, the 12 channels may prove inadequate for postwar commercialized telecasting, but it must be remembered that the Government is now using many channels for military purposes which may not be required under peacetime conditions. However, television has again been given the "green light" and can with confidence presume its progress toward full scale postwar commercialization. The channels assigned permit the design and manufacture of practical television receivers which can be tuned to any telecasting station, plus the FM channel, as well, for day-round entertainment. The Federal Communications Commission is to be congratulated for providing a workable solution to a knotty problem.

SAMUEL H. CUFF

General Manager WABD New York

THE RECENT decision of the Federal Communications Commission to permit television to remain in essentially its present channels is particularly gratifying to the advertisers who have expended considerable time and money in the development of commercial programming techniques and to the stations which have assisted the advertisers in these efforts.

These allocations should serve as a stimulus for even greater creative labors in the exploration of the programming potentialities of the medium because they indicate a shortening of the time before receivers can be more widely distributed and a large, responsive audience is available to the advertiser.

Stettinius to Inaugurate Series on Foreign Policy

AS PART of the NBC *University of the Air*, a new series under official sponsorship of the Dept. of State titled *Our Foreign Policy* will be aired weekly starting Feb. 24 at 7 p.m. Secretary of State Edward R. Stettinius Jr. will appear on the opening program, while Assistant Secretary Archibald MacLeish will act as moderator for future State Dept. broadcasts which will feature Under Secretary Joseph C. Grew and Assistant Secretaries William L. Clayton, Nelson A. Rockefeller, James C. Dunn, Brig. Gen. Julius C. Holmes and Dean Acheson.

Two other Government bodies charged with formulation of America's foreign policy will join in discussion of the plans for building the peace. After the State Dept. series, twelve or more additional programs will be devoted to American international policy by the legislative branch, with many members of the Senate Foreign Relations Committee and the House Foreign Affairs Committee participating. Among those who said they would apepar are: Chairman Tom Connally (D-Tex.), ranking minority member Hiram W. Johnson (R-Cal.), of the Senate Committee; and Chairman Sol Bloom (D-N. Y.) and ranking member Charles A. Eaton (R-N. J.) of the House.

Tobasco Chain Breaks

McILHENNY Co., Avery Island, La. (Tobasco sauce), on Jan. 15 began sponsorship of chain breaks, 2 to 5 times weekly, in 19 markets coast to coast. Contracts for 52 weeks were placed by Aubrey, Moore & Wallace, Chicago.

BLUE GROUP PLANS NETWORK ACTIVITY

BLUE Network Stations Planning & Advisory Committee discussed plans for Blue operations during the next quarter with network officials, H. Allen Campbell, WXYZ Detroit, chairman of the committee, said last Thursday at the conclusion of a three-day meeting of the group in New York. On Tuesday the group witnessed a demonstration of television and the following evening they attended the annual dinner of the Poor Richard Club of Philadelphia as guests of Roger Clipp, president of WFIL, Blue affiliate in that city.

All members of the committee attended the three-day session. In addition to Mr. Campbell, representing District 2, they are: District 1, William A. Riple, WTRY Troy; District 3, C. T. Hagman, WTCN Minneapolis; District 4, Henry P. Johnston, WSGN Birmingham; District 5, Harold Hough, KGKO Ft. Worth; District 6, Duncan Pyle, KVOD Denver; District 7, W. B. Stuht, KJR Seattle; District 8, WCOS Columbia, S. C.

Network officials who met with the committee include:

Edward J. Noble, chairman of the board; Chester J. LaRoche vice-chairman, Mark Woods, president; Keith Kiggins, Robert Kintner, Hubbell Robinson Jr., E. R. Boroff, vice-presidents; John Norton, station relations manager; Fred Smith, director of advertising and promotion; C. P. Jaeger, general sales manager; Don Searle, general manager of the Blue's western division; Adrain Samish, national program and production director; Stanley Joseloff, national director of talent and development; Charles C. Barry, national director program operations; Murray B. Grabhorn, assistant general sales manager; Stanley Florsheim, manager co-op program sales; Charles E. Rynd, treasurer and assistant secretary; Frank Marx, technical advisory; Paul Mowrey, manager of television.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

SPADEA JOINS CBS IN DETROIT OFFICE

JOSEPH R. SPADEA, returning to radio after two years in the Army, joins CBS Jan. 22 (today) as Detroit representative of the network sales department, William C. Gittinger, CBS vice-president in charge of sales, announced last week. Before going to Detroit, Mr. Spadea will spend a short time in the network's New York headquarters, familiarizing himself with CBS personnel and policies.

Before entering the service, Mr. Spadea had a background of 12 years in radio, eight of them in Detroit, including 6½ years as Detroit manager of Edward Petry & Co. and for 1½ years in the same capacity for Scott-Howe-Bowen. He also served the latter organization as assistant sales manager in New York. Immediately prior to his military experience Mr. Spadea was manager of the Chicago office of Joseph Hershey McGillvra Inc.

Cosmetic in Canada

LADY ESTHER Ltd., Chicago, on Feb. 3 starts a spot campaign for cosmetics on CFRB CKAC CFCF CKRC CKWX, using a total of 216 chain-breaks on each outlet throughout the year. Business placed through Biow Co., New York.

MEMBERS of the 1945 NBC Stations Planning & Advisory Committee, who held their first meeting in New York Jan. 10-11 [BROADCASTING, Jan. 16] following annual election in January. Seated (l to r): Arden X. Pangborn, KGW Portland; G. Richard Shafto, WIS Columbia, S. C., newly elected committee chairman; Harold Wheelahan, WSMB New Orleans. Standing: Stanley E. Hubbard, KSTP St. Paul; Richard Lewis, KTAR Phoenix; Nate Lord, WAVE Louisville, and Clair McCollough, WGAL Lancaster, Pa. (Edgar Bell, WKY Oklahoma City, is not in photo).

Television as Potent Medium Explained By Joyce Before Washington Ad Club

WASHINGTON radio officialdom, buttressed by members of Congress identified with communications legislation heard at first-hand last Wednesday the postwar revolution in advertising which will be wrought with television's advent. Thomas F. Joyce, general manager, radio, phonograph and television department of RCA Victor, graphically presented to the Advertising Club of Washington and its guests a demonstration of how television will function as a sales and social source five years after the war.

The address, one of a series Mr. Joyce has delivered, was made on the day the FCC released its proposed sectrumwide allocations report, providing facilities for "quick start" television under prewar standards, as soon as war conditions warrant a green light. Mr. Joyce thanked the FCC, three of whose members were at the head table, for making his address "timely".

Sees Big Employment

Among guests present were: Sens. Johnson (D-Colo.), Gurney (R-S.D.), both members of the Senate Interstate Commerce Committee; Chairman Lea (D-Cal.) and Reps. Reece (R-Tenn.), Hinshaw (R-Cal.), Brown (R-Ohio), Howell (R-Ill.), all of the House Interstate & Foreign Commerce Committee; FCC Commissioners E. K. Jett, Clifford J. Durr, Ray C. Wakefield; General Counsel Charles R. Denny Jr.; Chief Engineer George P. Adair, Assistant Chief Engineer in charge of Broadcasting John A. Willoughby and Assistant General Counsel Rosel H. Hyde of the FCC; Rear Admiral Joseph R. Redman, director of Naval Communications; Capt. Jennings B. Dow, Navy Director of Electronics; Dr. J. H. Dellinger, chief of the Bureau of Standards Radio Section and chairman of the State Dept. International Conference Preparatory Committee; Niles Trammell, NBC president; Edward F. McGrady, RCA vice-president; Earl Gammons, CBS Washington director; Eugene Meyer, publisher of the *Washington Post* and owner of WINX.

Mr. Joyce reiterated previous observations as to the tremendous opportunities for postwar employment which would be afforded by television. He predicted there would be a total of 300,000 new jobs, which would include 15,000 more jobs in broadcasting stations engaged in television. By the end of the fifth full year of television production, he estimated, the television industry in terms of retail prices will represent approximately $1,440,000,000 as contrasted with the 1941 retail value of approximately $620,000,000.

At the end of the fifth full television production year, he predicted there would be 67,000 more jobs in radio manufacturing, 135,000 more jobs in retail and wholesale distribution, 85,000 for radio television service men, aside from many thousands who would be given employment by the radio and television business, such as artists, writers, directors, stage set designers, advertising agency personnel and others. He predicted 30,000,000 television equipped homes by the end of the tenth full television production year.

Mr. Joyce demonstrated through 16 mm motion picture film the television selling techniques of the future. The 16 mm pictures, he said, were equivalent to what would be seen at a television receiver. He dramatized the difference between television selling and other forms of selling by using commercial announcements transcribed first and then depicting the television "commercial" film. Finally, he presented a television newsreel with the voice of John B. Kennedy on a "news roundup of the day".

WIOD Religious Policy

WIOD Miami's new policy on religious programs, put into effect Jan. 1, includes three network programs each Sunday, representing Protestant, Catholic and Jewish faiths; a program for local church news; and a religious news roundup each Sunday night, taken from "Religious News Service". Present commercial contracts for the religious broadcasts now on the station will not be renewed.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

FIRST RUSH FIGURES OF NEW SURVEY SHOW

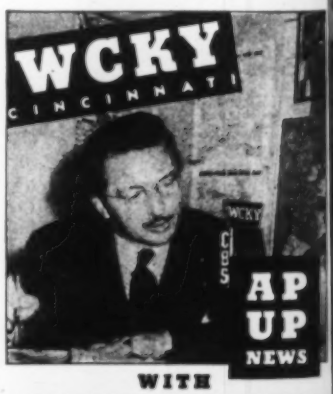
SUNDAY—1:00 to 7:00 p.m.

- WWNC ratings lead for every one of 24 quarter hours . . .
- Has a rating higher than all other stations combined for 17 of these 24 periods . . .
- A 16.1 average rating* for the five locally presented programs between these hours:

* Percentage of radio homes in area tuned to WWNC.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director — Represented by the Katz Agency



WITH REX DAVIS 4 TIMES DAILY

BLUE VIDEO TEST USES WABD, WRGB

PLANS for the Blue's active participation in television, through weekly half-hour programs to be staged by the Blue on WRGB, General Electric video station in Schenectady, and WABD, DuMont video station in New York, were announced last week by Hubbell Robinson Jr., Blue vice-president in charge of programs and production. Negotiations are also under way with Balaban & Katz for a similar set-up at their station, WBKB Chicago.

Blue will make its television debut on WRGB Feb. 25 with a half-hour video version of the network's *Ladies Be Seated* program. Two days later it will present a variety show with Blue artists on WABD.

Mr. Robinson said that by these arrangements the Blue's directors and engineers will be gaining actual experience in "studios, on location and in the experimental laboratories of two major manufacturers. Out of this should come a well-rounded knowledge of equipment and a full experienee in the use of the medium."

Blue's video experiments, to be limited for the present to television shows, will be under the supervision of Adrian Samish, Blue national program and production director, who has assigned directors to work with Paul Mowrey, in charge of television for the Blue.

WDSU Not Cited

WHILE THE FCC has inquired into allotments of time for political broadcasts over WDSU New Orleans during the Senatorial campaign last fall, there has been no action and reports that the station had been cited for hearing or other proceedings last week were branded premature. Sen. Overton (D-La.) had asked the FCC to look into the political broadcasts, with particular reference to the campaigning activities of E. A. Stephens, New Orleans businessman and part owner of WDSU, but he asserted last week he had filed no formal complaint. A report on the FCC's inquiry has been submitted to the Senator, he said. On behalf of WDSU, Fred Weber, manager and part owner, said that the station management had "leaned over backwards" in time allotments during the campaign, because of Mr. Stephens' identity with the New Orleans station.

"Sorry, m'lad! WFDF Flint says I must conserve."

FCC Plans to Inspect Army Air Forces Communications Installations in U. S.

INSPECTION of the far-flung Army Air Forces communications installations in this country will be undertaken by members of the FCC and department heads from Jan. 27 to Feb. 6 under the auspices of the Air Communications Office of the Army Air Forces. There will be no regular FCC "decision days" on Jan. 30 and Feb. 6 during the air inspection.

Arranged by Brig. Gen. H. M. McClelland, Air Communications Officer, AAF, and his special assistant, Lt. Col. J. Elroy McCaw, the inspection will cover Air Forces communications bases in Florida, Texas, the Pacific Coast and Wright Field, Dayton. The inspection is seen as evidence of the marked change in attitude between the FCC and the military services, strained somewhat during the House legislative inquiry into the Commission's operations last session.

All Included

All six members of the FCC are scheduled to make the trip plus Chief Engineer George P. Adair; General Counsel Charles R. Denny Jr.; George Sterling, chief of the Radio Intelligence Division; James P. Veatch, International Division, Engineering Dept.; Glen E. Nielsen, assistant chief, Safety and Special Services Division, Engineering Department; Charles A. Ellert, technical supervisor, Radio Intelligence Division. V. Ford Greaves, supervisor, western area, Radio Intelligence Division, will pick up the party in Los Angeles on Jan. 30 and make the balance of the trip. Col. Frank W. Wozencraft, former RCA Communications general counsel, now secretary of the combined Communications Board of the military services, also is making the trip.

The tentative itinerary provides for departure from Washington by Army plane on Jan. 27, with the first stop in Florida, where AAF communications installations will be inspected through Jan. 29. The party then will inspect Texas bases and move to Los Angeles, to remain there Jan. 30 and 31 and Feb. 1. Various installations in California will be inspected as far north as San Francisco. The party then will move East to Wright Field, remaining at that post until Feb. 5 and returning to Washington on Feb. 6.

ANOTHER NEW INDUSTRY— *New Products*

ADD TO WORCESTER'S PRESTIGE

● Huge aircraft forgings and future automobile castings of magnesium and aluminum will come from the largest die forge press ever installed, upon the opening of the Wyman-Gordon Products Company, the first plant to produce forgings of such size in the nation. This will add again to Worcester's high wage earning employee group. Clustered here in Central New England are 500 separate industries whose manpower form a stable eager-to-buy market — a close knit radio audience. These responsive Central New Englanders turn their dials almost exclusively to Worcester, and from long preference to WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC 5000 Watts

THE DRUM

. . . forerunner of the telegraph

Probably the earliest of all musical instruments, the drum was indispensable to primitive man. Prehistoric drums have been found on all continents, and crude forms are still used extensively by all uncivilized peoples, including our own little boys.

Long used as a means of communication, African natives still depend upon regularly spaced "drum stations" for their grapevine telegraph system.

For men only

The history of no other instrument is so steeped in superstition as that of the drum. In Oceania, if a woman sees a drum before it is completed, the drum is contaminated, and must be discarded. To some races, the drum is sacred, and the drum-yard where the instrument is made serves as a sanctuary for criminals.

Talking Turkey

You've heard of Turkey drumsticks, but did you know that the Turks invented the bass drum? Gluck and Mozart first introduced it into European music, mostly for its comic effect.

Speaking of the drummer's art, George Hogarth said: "To play it well is no easy matter. A single stroke of the drum may determine the character of a whole movement; and the slightest embarrassment, hesitation or misapprehension of the requisite force, may ruin the design of the composer."

The snare drum alone has a range from 70 to 15,000 c.p.s. Only the best recordings can approach reproduction of the drum beat with lifelike naturalness of sound. And the best today are:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

195 BROADWAY, NEW YORK, N. Y.

Final Video FM Allocations

(Continued from page 16)

would grant the CIO more than six FM stations. It was pointed out that the UAW-CIO has on file applications for six FM stations. The question was: Would the FCC hold that all CIO affiliated unions are part of the parent organization and therefore limit the CIO to six FM stations overall, or would the FCC conclude that each union of the CIO was a separate organization and license six stations to each?

Mr. Denny interrupted to say that the question was one of legal interpretation of the Commission's multiple - ownership regulations, that the Law Dept. had not been called upon to issue an interpretation. Mr. Jett ruled the question out of order, but earlier had said that a noncommercial educational organization, as defined under Commission rules, "conceivably might be a labor organization".

No 'Pig-Squeal' Decision

The same "legal interpretation" applies to the proposed subscription radio, inasmuch as the Muzak subsidiary service would require three frequencies in each city (see story, page 47). Mr. Jett said the FCC has made no decision with reference to subscription radio, but that should it be permitted it would be allocated in the FM commercial band.

Neither Mr. Jett nor Mr. Denny would hazard a guess as to when the proposed allocations below 25 mc would be announced, although Chief Engineer Adair placed the time at "about six weeks". Mr. Denny said the proposals would be released "as soon as they are ready". If work is completed before the final allocations above 25 mc are announced, the proposals below 25 mc will be made public. It was pointed out, however, that inasmuch as the Commission staff will be busy with exceptions and lining up oral arguments, the proposed allocations below 25 mc probably won't be ready until after the final decision above 25 mc.

Comdr. Miles, speaking on behalf of IRAC, said that Government services were allocated less space than requested. He asserted that in peacetime the Government needs will be much less than in war time. A reporter had asked whether the Government planned to increase its radio operations.

Commissioner Jett said the proposed Citizens Radiocommunications Service offers "unlimited possibilities," that all types of emission except television will be permitted and that the service would not be controlled by common carrier. He envisioned widespread use of the personalized service.

DE-GRUBBING OPERATION is performed on Gayle V. Grubb, manager of WKY Oklahoma, by Farm Reporter Edd Lemons upon completion of script for a special program announcing the WKY farm department project to stamp out cattle grubs in the 15,000 beef and dairy animals in northern Pottawatomie County, Okla. WKY is sponsoring and paying for the project which will be carried out with the help of the Future Farmers of America and 4-H Club members in that area.

Signal Center on Air

WORKINGS of the War Department Signal Center were dramatized in last Sunday's *Army Hour* on NBC, featuring a two-way telephone conversation between the center and Alaska, said to be the world's longest land line. In a demonstration of transmission speed, two messages were dispatched to the West and East respectively in a race to show which returned first to the starting point. Speakers included Maj. Gen. Frank E. Stoner, chief, Army Communications Service, and Maj. Gen. Harry C. Ingles, Chief Signal Officer, U. S. Army.

Inaugural Airin Held Down by Ne

Prepared Scripts Used; On Routine Pickups Planned

NO ELABORATE broadcasts we to mark the fourth term inaugu tion of President Roosevelt S urday—just descriptions, read fr scripts prepared in advance, p the brief ceremonies from the so portico of the White House, wh the four major networks were carry.

Television was ruled out by various television broadcaste when it became apparent that ficulty would be encountered in ing sound trucks and equipme into the White House grounds. Sp television from films was made possible because the White Hou limited the movie coverage to companies and shots were to made from various angles spots, the entire film to be edite put together later and made ava able to all newsreel distributo

Brief Ceremony

The networks were to beg broadcasting at 11:45 a.m. and main on the air until the ceremoni concluded. Representing the Bl were to be Earl Godwin, Ray He and Bryson Rash.

CBS assigned Bill Henry, Was ington newscaster, and Bob Tro New York, to cover the inaugur tion.

For Mutual, Tom Slater, direct of special features; Walter Com ton, WOL Washington comment tor, and Jack Brickhouse, Chica were to be at the microphones.

NBC was to detail Kenne Banghart and Don Fischer to t White House with Hollis Wrig in the Washington Monument f a brief description of the crow Jerry Holland of the NBC Ne York script department was Washington a week preceding t inauguration to write all script

Rath in Texas

RATH PACKING Co., Waterlo Ia. (Black Hawk luncheon meat on Jan. 22 starts 6 to 18 announc ments weekly on the followin Texas stations: KNOW KTB KRIS KRLD WRR KFJZ KTR KXYZ KABC KONO KTS KRGV. Contract for 52 weeks w placed by Young & Rubicam, Ch cago.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

580 kc. FREQUENCY and peak soil conductivity give WIBW the "Most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

adio Educators
orkshop Starts

y Be Expanded Nationally
Successful in Washington

REVIEW of the Assn. for Edu-tion by Radio workshop for teach-, and educators, which may be panded nationally should the plan ove successful, was held by the ER Washington (D. C.) Chapter n. 17 at the radio studios of the pt. of Interior. Featuring a dis-ssion of listening habits by a oup of junior high school stu-nts and a subsequent evaluation an adult panel, the meeting was ended by more than 130 Wash-gton teachers, school officials, ad-nistrators and broadcasters.

The AER has scheduled four ednesday evening meetings for bruary. The first session will con-er the educational application of dio to social studies, the news oadcasts for schools, literature the air for the third and radio oduction for the fourth meeting.

Speakers Selected

Speakers for the successive eve-ngs are to be Lt. Alvin Chapman, rmer director of the U. of Texas reau of research in education radio; Florence B. Bird of the nadian Broadcasting Co., Winni-g; Capt. Parker Wheatley, for-r director of radio for North-stern U., and John S. Carlile, w with the State Dept. as chief the radio section of the Inter-tional Information Division and rmer CBS production director. etings will include demonstra-ns and discussions.

Among those on the "curtain ser" meeting adult panel were Franklin Dunham of the U. S. ice of Education, former direc-of NBC public service programs, Frances Wilder, CBS program nsultant on daytime serials. airman of that panel and also student group was Lt. Hazel nyon Markel, former director of ucation for KIRO Seattle, now ison officer, for the Women's Re-ve, radio section, Navy office of blic relations. The Interior Dept. dio facilities have been loaned AER for the project which is ng conducted with the advice of OE.

Reaction Varies

(*Continued from page 16*)

FMBI managing director. Dr. R. R. Lowdermilk, of the U. S. Office of Education, also sat in.

Radio Manufacturers Assn. made no formal statement, leaving the manufacturing industry appraisal to the Radio Technical Planning Board, which submitted proposed allocation plans to the FCC after more than a year of intensive study. W. R. G. Baker, RTPB chairman and vice-president of the General Electric Co., has called a meeting of the RTPB board for Jan. 24 at General Electric Co. offices in New York to formulate the board's arguments on the proposed report to be presented Feb. 14. RMA itself does not plan an appearance.

RMA President R. C. Cosgrove and Executive Vice-President Bond Geddes met in Chicago last Wednesday at an informal session with a group of its members to discuss the report.

Manufacturing industry opinion, while not formally expressed, was divided on the basic television and FM proposals. Not all manufacturers were satisfied with the television proposals because of the "split band" aspect, which will make set manufacturing more difficult and more expensive than if a contiguous band were provided. The allocations, however, it was generally felt, will give television a quick start and not put it back "four or five years", which some manufacturers contended would have been the effect had no provision been made for lower frequencies.

Those manufacturers who produced FM prewar receivers were represented as feeling "badly" about the move up the band, since they must retool. Moreover, change-over of the half-million sets already in use, regarded as a factory job, will entail an average cost of $50 in converting each FM receiver.

Kesten, Trammell Happy

Paul W. Kesten, CBS executive vice-president, applauded the report as clearly indicating the FCC's desire to move the video art into the higher frequencies where color transmission would be possible. He deprecated the "narrow-band, coarse-screen commercial television" in the lower bands.

While RCA-NBC made no formal statement, Niles Trammell, NBC president, expressed satisfaction with the allocations. His company, in the forefront of television development until the war freezes, will be in a position to proceed apace as soon as conditions permit. T. F. Joyce, television sales head of RCA Victor, in an address last week in Washington the day the report was issued, likewise hailed the action as giving television the green light.

Allen B. DuMont, president of DuMont Labs, felt the new allocations were "reasonably satisfactory," but pointed out that the 12 channels now assigned in the lower band "may prove inadequate for postwar commercialized telecasting", but that the Government might relinquish certain channels it is now using under peacetime conditions.

There was some discussion about the feasibility of manufacturing receivers which would tune both of the six-channel television bands in the lower frequencies. The cheapest set would be one covering the lower channels (44-84 mc). A maximum of four stations in a single market can operate in that six-channel band.

Indication that manufacturers generally regarded the proposed allocations as beneficial was seen in the stock market reaction following the announcement. Leading radio and electronics shares moved up appreciably, leading all other securities that day.

In the nonbroadcast services, there was some complaint on allocations for rural telephone, mobile and toll service. Generally, however, aviation interests expressed satisfaction.

ASCAP Wins Suit

ASCAP "does not constitute an unlawful monopoly or combination in restraint of trade or in violation of the statute of the state of Florida and is legally entitled to operate within the state," Special Master James Messer Jr. of the State Circuit Court, Second Judicial Circuit, stated Jan. 17. J. Tom Watson, attorney general of Florida, about a year ago sued ASCAP, BMI and SESAC for violating the state copyright statute. ASCAP asked for a separate hearing, which was held in New York last summer. Suit against BMI and SESAC has not been heard and both organizations have continued operations in Florida without change or interruption.

W. L. Pierson Elected

WARREN LEE PIERSON, for eight years president of the Export-Import Bank of Washington, and director of I T & T, was elected president of American Cable & Radio Corp. last week. He succeeds Frank W. Phelan, retired.

5000 WATTS 1330 KC.

WEVD

GLISH • JEWISH • ITALIAN

tional Advertisers consider WEVD "must" to cover the great Metro-an New York Market.

Send for WHO'S WHO on WEVD

— 117 West 46th Street, New York, N. Y.

WINN

LOUISVILLE

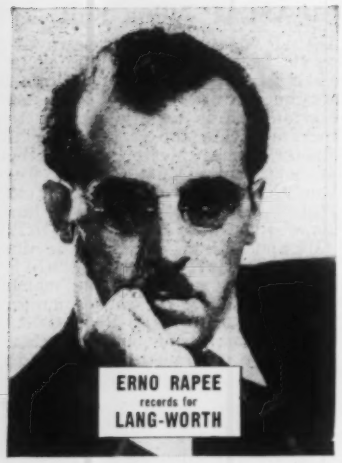
This is a badge of honor . . . the mark of one who has done his great share in our fight and is now entitled to every courtesy from us who stayed at home.

Think about it, won't you? And when you see this lapel button, open wide the door!

WSAI

A MARSHALL FIELD STATION

CINCINNATI 2, OHIO



Destroyer Action in Pacific Is Related by Jack Howard

LT. JACK R. HOWARD, USNR, president of Scripps-Howard Radio Inc., has for several months been in combat work aboard a destroyer, attached to Admiral Kinkaid's Seventh Fleet. He already has several D-days to his credit and in recent letters to his office associates indicates that since their participation in General MacArthur's Leyte landing in October no one aboard has been suffering from ennui.

A letter from him describes the thrill experienced watching a Jap Zero being brought down by a gunner on his ship.

Out of the Sun

"It was interesting to watch the facial expressions during the attack", he wrote. "First, rather a detached interest as the attacking plane was first sighted, then concentration as it started its dive. Then some anxiety as the plane kept coming against the wall of ack-ack. All this changed to an expression of relief, followed by loud cheering, as the plane crashed into the sea.

"We had quite a thrill when a Jap plane dove out of the sun into some transports about 200 yards from us. We could see its bombs drop wide, but this plane escaped our P-38 pursuers.

"About five minutes later, while we were still trying to follow the Nip with our glasses, we looked directly overhead and saw another Jap coming right down on us, although it was obvious his dive would take him past us. Before he finished the dive, four P-38's (beautiful planes to watch) were on his tail and even in a dive, gaining on him.

"This Jap's bombs also missed, although they were closer than the first. He leveled off and each of the P-38's followed, each one making a pass in doing so. The last P-38 scored hits on the Jap plane which burst into flames but kept flying for awhile before it crashed into the sea about 150 yards off our starboard bow. We were traveling at such a speed that when the ship turned left—away from the falling plane—our wake, as the stern swung around, merged with the oil slick and the smooth patch of water where the plane had disappeared only seconds before.

"In the afternoon the P-38's got another one near us and over twenty in the general area. We were not in exactly what you would call a quiet spot." (Jack's destroyer

Jack and Flak

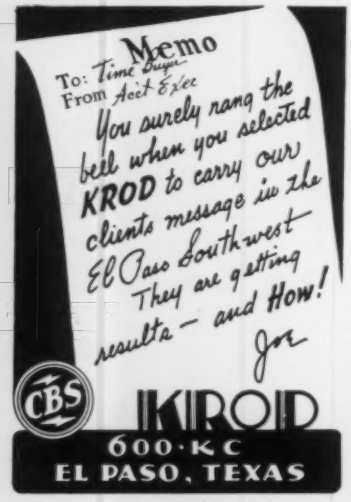
now has nine small and two la[rge] [for ships sunk] Jap flags pain[ted] on its "record board".)

"You have read of the 'Tok[yo] Express Down the Slot' in the So[lo]mon Island days. Well, we w[ere] after the local Tokyo Express t[he] other night, running around [in] Ormoc Bay. Our built-up tens[ion] burst like a balloon when the Tok[yo] Express turned out to be a l[et]down and didn't show until we retir[ed] and didn't show until we retire to [Pa]

"Maneuvering in the dark [at] high speed right on the tail of [a] ship ahead can be exciting. [The] slightest hitch in the formati[on] would have resulted in a mess.

"We reached 'the scene of t[he] crime' at an early hour and, a[fter] by star shells, bombarded sh[ore] positions for some time. Stand[ing] on the bridge in the flash of g[un]s and gale of powder smoke, deb[ris], and acid smell, it suddenly occu[rred] to me that I was quite a long w[ay] from my desk at 230 Park Avenu[e].

Jack writes that "Join the Na[vy] and See the World'" is someth[ing] more than a slogan. During [the] last ten months he has been [at] Pearl Harbor; Darwin and Br[is]bane, Australia; Esperitu San[to], New Hebrides, Los Negros, Ad[mi]ralties, Palmyra, Guam, Can[ton] Island, Eniwetok, Pramballo, Fu[na]afuti, the Gilberts, Manus, Holl[an]dia, Maftin Bay, Dutch N[ew] Guinea, Palau, Carolinas, Mora[ta] the Spice Islands and a few sp[ots] in the Philippines besides Leyte.


To: Time Buyer
From Acct Exec
Memo
You surely rang the bell when you selected KROD to carry our clients message in the El Paso Southwest
They are getting results — and How!
Joe
CBS
KROD
600·KC
EL PASO, TEXAS

If you use radio in IOWA, you need the

1944 IOWA RADIO AUDIENCE SURVEY

Gives detailed analyses, maps showing counties where *each* Iowa station is "listened-to-most". Tells which stations are preferred in cities, towns, on farms—and why. Furnishes invaluable data on Iowa *program* preferences and favorite listening *hours*, broken down by age, sex, place of residence. Plus dozens of other vital facts you *need*. Get your free copy TODAY. Address:

WHO—912 Walnut St.
Des Moines 7, Iowa

ONE OF THE GREAT STATIONS OF THE NATION

kGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

WJLS

BECKLEY, WEST VIRGINIA

Expands its market..*

*Daytime coverage increases 1,390 square miles...with 110,711 additional potential listeners (FCC survey).

now at 560

CBS

on the dial

CBS NETWORK

Represented by Burn-Smith

One Of America's Finer Stations

FIRST CHOICE
90.2%
PRIMARY AREA
RADIO HOMES

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK • SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Construction Frozen

(Continued from page 14)

olicy rather than risk dismissal tion. Applicants have the privi- ge of withdrawing applications ithin 30 days without prejudice.

Of the eight applications desig- ated for hearing at the Tuesday eeting, four are for construction ermits for new stations in areas ow receiving primary service and nvolve issues relating to use of ritical materials and manpower. wo are for 250 w stations, unlim- ed time, filed by Central Louisi- na Broadcasting Corp., Alexan- ria, La., and Dixie Broadcasting o., Montgomery, Ala. A third is r 1 kw, 250 w night, unlimited me, filed by Independent Broad- asting Co., Des Moines, Iowa. The ourth is for 1 kw, daytime only, led by the Eagle-Gazette Co., Lan- aster, Ohio.

Others Designated

The remaining applications des- nated for hearing include change f frequency and increase of power o 25 kw by KOIN Portland, Ore.; hange of frequency, increase of ower, installation of new trans- itter and removal of transmitter te to Monterey Park by KWKW asadena, Cal.; installation of new ransmitter and increase of power y KJBS San Francisco; and hange of frequency, increase of ower, installation of new trans- itter and change of transmitter cation by KOVO Provo, Utah.

The two construction permits anted are for 250 w stations in eveland, Tenn., and Conway, S. both in communities having no rimary service. The applications, ed by Robert W. Rounsaville and oys Marsden Hawley, respective- , were granted under the proce- re outlined in the new Supple- ental Statement of Policy.

Applications granted for con- ruction permits for station im- rovements comprise change of fre- uency by KFFA Helena, Ark.; in- rease of power and change in type transmitter by WATW Ashland, is.; and increase of power and anges in transmitting equipment WOMT Manitowoc, Wis. Each the applications involves ex- nditures of less than $500.

MODIFIED FREEZE STATEMENT

TEXT of FCC's supplemental statement of policy concerning applications for permits to construct new stations or make changes in existing radio facilities follows:

The Commission's Statement of Policy of Jan. 26, 1944, relating to the construction of new radio stations and the making of improvements in existing radio facilities, is to be interpreted in the light of present conditions, which require that all available manpower and critical materials be devoted to the furtherance of the war program.

In this connection, the WPB has advised the Commission that:

Installation of new broadcasting services will be reviewed with extreme care. All such applications received and showing that the required equipment was on hand were approved until the latter part of December. The increasing problem of finding manpower for war industries has made it necessary to consider the manpower needed to construct, operate and provide maintenance for additional stations.

It is not felt that the general premise that "broadcasting is in the war interest" will longer suffice to support the use of manpower and maintenance materials for new stations. Applications must be critically reviewed from the standpoint of available manpower and the *need for the service to contribute to the war effort.* The use of manpower cannot be approved unless an actual contribution is to be made.

In view of all this, it will be the Commission's policy to designate for hearing all applications involving construction of new standard broadcast stations unless the applicant establishes: (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the Jan. 26, 1944, Statement of Policy have been met.

Applications for changes in existing standard broadcast facilities will be handled in the same manner except where the change does not involve substantial construction work and costs less than $500.

No change will be made in the Commission's handling of commercial FM and television applications which will be kept in the pending file.

Radiophoto Ads

GLOBAL advertising via radiophoto transmission has been announced by W. J. Reilly, advertising manager of the RCA Victor international department, as a means of releasing advertising copy and layout simultaneously throughout the world. Practicability of the plan was demonstrated during observance of RCA's 25th anniversary, when an advertisement describing the company's contributions in electronics and radio was speeded to publications in Europe, Australia, Africa, India and the Middle East. Copy was prepared by J. Walter Thompson Co., New York.

Midwest Spots

CHICK-BED CO., Cedar Rapids, Ia. (poultry litter) started a six-weekly one-minute spot campaign featuring a daily comic-strip continuity in midwest markets and Texas. Campbell Sanford Co., Chicago placed the 13-week contract.

Former exponent of two-finger piano style, and a drummer of great dexterity, Hampton is today known as "King of the Vibraharp".

Samples of Hampton's various talents are available on the numerous records he has made, among them FLYIN' HOME with the Goodman Sextet, IDA with the Goodman Quartet, IN THE BAG with his own orchestra, all featuring him on the vibraphone. JACK THE BELLBOY features his drum technique.

FLYIN' HOME	Vic 26595
JACK THE BELLBOY / CENTRAL AVENUE BREAKDOWN	Vic 26652
HOUSE OF MORGAN / I'D BE LOST WITHOUT YOU	Vic 26751
FLYIN' HOME / IN THE BAG	Dec 18394
CHOP CHOP	Dec 18613

These are but eight of the many BMI-licensed titles recorded by Hampton. See disc data for complete list.

BMI

NEW YORK CHICAGO HOLLYWOOD

AP

WKZO, Kalamazoo, Michigan

. . . have heard nothing but complimentary remarks about AP from our Program Department. That's outstanding these days.

John E. Fetzer
President and
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 13 TO JANUARY 19 INCLUSIVE

Decisions . . .

ACTION BY COMMISSION

JANUARY 16

NEW-1340 kc Robert W. Rounsaville, Cleveland, Tenn.—Granted conditionally application for CP new station 250 w unlimited.

NEW-1490 kc Loys Marsdon Hawley, Conway, S. C.—Granted conditionally application for CP new station 250 w unlimited.

NEW-880 kc Eagle-Gazette Co., Lancaster, O.—Designated for hearing application for CP new station 1 kw D upon issues relating to critical material statements.

NEW-1490 kc Central Louisiana Broadcasting Corp., Alexandria, La.—Designated for hearing application for CP new station 250 w unlimited upon issues relating to critical material statement.

NEW-940 kc Independent Broadcasting Co., Des Moines—Designated for hearing application for CP new station 1 kw D 250 w N unlimited upon issues relating to critical material statements.

NEW-800 kc Dixie Broadcasting Co., Montgomery, Ala.—Designated for hearing application for CP new station 250 w D upon issues relating to critical material statements.

660 kc KOIN Portland, Ore.—Designated for hearing application for CP change 970 kc to 660 kc, increase 5 kw to 25 kw, install new equipment and make changes DA-DN, upon issues relating to Sec. 3.25 and relating to critical material statements.

830 kc KWKW Pasadena, Cal.—Designated for hearing application for CP change 1430 kc to 830 kc, increase 1 kw to 5 kw, install new trans. and move trans. site to Monterey Park, Cal., upon issues relating to critical material statements.

1100 kc KJBS San Francisco—Designated for hearing application for CP install new trans. and increase 500 w limited to WTAM to 500 w N 1 kw D, upon issues relating to critical material statements.

960 kc KOVO Provo, Utah—Designated for hearing application for CP change 1240 kc to 960 kc, increase 250 w to 1 kw, install new trans., DA-N, change trans. site, upon issues relating to critical material statements.

1230 kc KFFA Helena, Ark.—Granted CP change 1490 kc to 1230 kc; conditions.

1400 kc WATW Ashland, Wis.—Granted CP increase 100 w to 250 w and change type trans.; conditions.

1240 kc WOMT Manitowoc, Wis.—Granted CP increase 100 w to 250 w, changes in trans.; conditions.

740 kc KQW San Jose, Cal.—Denied without prejudice petition to reinstate, amend, reconsider and grant application change 1010 kc to 740 kc, increase 5 kw to 50 kw, install trans. equipment, make changes DA.

740 kc KSFO San Francisco—Denied without prejudice petition in answer to KQW petition and requesting reinstatement of its own application change 560 to 740 kc, increase 1 kw N 5 kw D to 50 kw unlimited, install new trans. equipment, DA-DN, change trans. site, provided KQW petition is granted.

950 kc WSPA Spartanburg, S. C.—Granted petition for 30 days extension time to comply with conditional grant of CP as mod.

Following stations were granted license renewals for period ending 2-1-46 KGFJ KGHI KODL KVCV WCED WFAS (and aux.) WIL WJOB WMFR WMPC.

Following stations were granted license renewals for period ending 11-1-47: KFRO WAAB WHEC.

KRIS Corpus Christi—Granted license renewal for period ending 11-1-45.

NEW Philco Radio & Television Corp., Arlington, Va.—Granted CP new experimental television broadcast station; frequencies to be assigned by FCC; station to be used in connection with Washington end of Washington-Philadelphia relay system.

NEW Allen B. DuMont Labs, Washington—Granted CP (reinstatement) new experimental television broadcast station; frequencies to be assigned by FCC.

NEW P. R. Mallory & Co., Indianapolis—Same.

ACTIONS ON MOTIONS

JANUARY 17

WLIB New York—Passed over petition to intervene in hearing on application of New Haven Broadcasters, Essex, Conn.

WBAX Wilkes-Barre, Pa.—Granted petition to accept appearance filed late re WBAX application for license renewal, and other Wilkes-Barre cases.

Thompson Broadcasting Co., Altoona, Pa.—Granted petition for continuance to 2-21-45 date for consolidated hearing now set 1-31-45 re applicant's application and that of Altoona Broadcasting Co.

Centennial Broadcasting Co., Portl... Me.—Granted petition to reopen record ... accept amendment to application for C...

Glens Falls Broadcasting Corp., G... Mills, N. Y.—Granted petition for leav... amend application for CP, applica... amended removed from hearing docket ... 1-2-12-45.

Tentative Calendar . . .

JANUARY 22

KFVD Los Angeles—License renewal ... **KPAS Pasadena, Cal.**—Same.

Further Hearing

Calumet Broadcasting Corp., Hamm... Ind.—CP 1520 kc 5 kw D.

JANUARY 24

Consolidated Hearing

Georgia Broadcasting Co., Savannah, ...—CP 1230 kc 250 w unlimited.

A. C. Neff, Savannah, Ga.—CP 1400 ... 250 w unlimited.

Chatham Broadcasting Co., Savannah, ...—CP 1400 kc 250 w unlimited.

JANUARY 25

Further Hearing

WNLC New London, Conn.—CP cha... 1490 kc to 1240 kc.

Other parties: WOCB Hyannis, Ma... WGBB Freeport, N. Y.

JANUARY 27

Further Consolidated Hearing

Magic City Broadcasting Co., Birm... ham—CP 1490 kc 250 w unlimited.

Patterson Broadcasting Service, Birm... ham—Same.

Thomas N. Beach, Birmingham—S...

Other participants: KGBX Springf... Mo. (WFBM petition to intervene and ... large issues pending; petition to a... Patterson application filed; petition ... leave to amend and remove Courier ... plication filed).

Applications . . .

JANUARY 15

NEW-Channel 17 WLIB New York—... new commercial television station, ESR ...

1410 kc KQV Pittsburgh—Assgn. li... from KQV Broadcasting Co. to Allegh... Broadcasting Corp.

NEW-1240 kc Chemical City Broadc... ing Co., Charleston, W. Va.—CP new st... ard station 250 w unlimited.

NEW-43,500 kc WHP Harrisburg, P... CP new FM station, 27,450 sq. mi., $13... estimated cost.

NEW-1450 kc Escambia Broadcasting ... Pensacola, Fla.—CP new standard st... 250 w unlimited.

NEW-1390 kc Frank R. Gibson, L... Charles, La.—CP new standard statio... kw unlimited DA-DN.

NEW Stephens College, Columbia, M... CP new noncommercial educational ... tion, 42,100 to 42,900 kc, 1 kw, A... emission.

NEW-49,100 kc Times-Star Pub. ... Alameda, Cal.—CP new FM station, ... sq. mi., amended to request 1,014 sq. ...

NEW National Broadcasting Co., ... Dixon, Cal.—License to cover CP auth... izing new international broadcast st... (KNBI).

NEW National Broadcasting Co., ... Dixon, Cal.—License to cover CP auth... ing new international broadcast st... (KNBX).

640 kc KTBS Shreveport, La.—CP ch... 1480 kc to 640 kc, increase 1 kw to 5 ... install new trans., DA-DN, change tr... site.

NEW-47,700 kc WIOD Miami, Fla.... new FM station, 5,689 sq. mi., $5... estimated cost.

NEW-47,100 kc WTMV East St. Louis—CP new FM station, 10,737 sq. mi., ... 550 estimated cost.

JANUARY 17

1240 kc WBIR Knoxville, Tenn.—... assgn. license from American Broadcas... Co. to Radio Station WBIR Inc.

1280 kc WGBF Evansville, Ind.—CP ... crease 1 kw N 5 kw D to 5 kw DN ... make changes DA-N.

NEW-44,900 kc Green Bay News... Co., Green Bay, Wis.—CP new FM st... amended to request 44,900 kc, 6,790 s... and change in corporate structure.

NEW-44,900 kc Wilmington Star-... Co., Wilmington, N. C.—CP new FM ... tion, 5,300 sq. mi., $53,340 estimated ...

First to File

FIRST application for news credentials for the forthcoming United Nations Peace Conference after the war, has been filed with the State Dept. by Thomas B. Morgan, news editor-commentator of WOV New York, it was learned last week. Although Michael J. McDermott. State Dept. press relations chief, advised Mr. Morgan he didn't know just when he could honor the application, it was placed on file as the first to be made by a news correspondent.

Mr. Morgan, as an AP and UP European reporter for 20 years, covered every major international conclave. He formerly was UP bureau chief in Rome. Mr. Morgan has established a Washington news bureau with headquarters at the Mayflower Hotel [BROADCASTING, Dec. 18]. He plans to commute between New York and Washington.

Smith, Cohen Partners

OGAN & HARTSON, Washing- law firm, has announced that rl A. Smith and Lester Cohen, mmunications attorneys, have en taken into the firm as part- rs. Mr. Smith and Mr. Cohen ve been practicing with the gan & Hartson firm. Other part- rs include: Frank J. Hogan, Wil- m H. Donovan, Edmund L. Jones, lson T. Hartson, John W. ider (on leave with the armed rvices), Duke M. Patrick, com- unications lawyer; Arthur J. elan, James C. Rogers and ward Boyd.

Maj. Wilson Assigned

AJ. HERBERT L. WILSON, nsulting radio engineer, has been signed to the Joint Chiefs of aff, Washington, for duty with e Joint Communications Board. August he returned from the ina-Burma-India Theatre where was an officer on Gen. Stil- ll's staff. He also has been sta- ned at the Signal Corps Labs at rt Monmouth, N. J.

Margarine Renewal

VIFT & CO., Chicago (All-Sweet rgarine) has renewed its par- ipating announcement campaign home economics programs be- nning Jan. 29. Contract for 17 eks in 17 markets was placed by Walter Thompson Co., Chicago.

FCC Applications

(Continued from page 66)

JANUARY 19

EW-1450 kc Glens Falls Broadcasting p., Glens Falls, N. Y.—CP new stand- station 1230 kc 250 w unlimited amend- to request 1450 kc.

W Fetzer Broadcasting Co., Grand ids, Mich.—License to cover CP new ndard station (WJEF).

340 kc KPDN Pampa, Tex.—Assgn. se from R. C. Hoiles to C. H. Hoiles. ry Hoiles and Jane Hoiles d/b Radio tion KPDN.

EW-46,100 kc KFH Wichita—CP nw new station, 18,170 sq. mi., $110,550 esti- ed cost.

in the CONTROL ROOM

ART HOLMES, who has been with the CBC Overseas Unit since 1939, has returned to Canada to take charge of the CJBC Toronto transmitter. **JOE BEAUREGARD** and **F. H. WADSWORTH**, also with the CBC Overseas Unit, have returned to Canada to resume their work as broadcast operators at Montreal and Ottawa respectively.

JACK SMITH, formerly a flying officer in the RCAF, has joined the engineering staff of CBK Watrous, Sask.

COL. GEORGE C. HALE, communications equipment officer of the Army Air Force since 1942, has joined Emerson Radio & Phonograph Corp. as director of the special products division, and will handle all electronics products other than home radios.

J. C. WARREN, chief engineer of KFFA Helena, Ark., has been named acting manager of the station, replacing manager **SAM W. ANDERSON**, on leave as a communications officer (lt. j.g.) in the Navy.

WYLIE A. PAUL, formerly with RCA and Westinghouse Mfg. Co., has joined KGO San Francisco as studio field engineer.

C. D. (Tex) CUMMINS is the latest addition to the engineering staff of WIOD Miami.

OWEN DIETZ, announcer at WAJR Morgantown, W. Va., will transfer to the engineering staff in February. He formerly was a radio technician in the Army Air Forces Communications Squadron.

HARRY W. PANCHOT of the engineering staff of KGVO Missoula, Mont., has been appointed a radio engineer with OWI. He is now undergoing indoctrination in San Francisco for service in the Pacific theatre. He has been replaced at KGVO by **ART BECK**.

ALBERT NICOLAY, NBC Hollywood engineer, has joined KTMS Santa Barbara as chief engineer.

ROBERT K. FETTERMAN, studio engineer at WIBG Philadelphia, has been promoted to supervisor of maintenance.

JOHN G. LEITCH, former chief technical director of WCAU Philadelphia, has been promoted to commander in the Naval Bureau of Operations, Washington.

D. WOODS, former control operator of CKY Winnipeg, is now in the European Theatre with the Canadian Army.

Sydney Tucker

SYDNEY EATON TUCKER, 47, of West Orange, N. J., treasurer of Radio Inventions Inc., New York, and director and treasurer of Faximile Inc., New York, a holding company, died Jan. 15. Mr. Tucker was a pioneer in facsimile communications and was active in the organization of several electronics research and development companies. He was closely associated with John V. L. Hogan in the Interstate Broadcasting System, high-fidelity operator of WQXR New York. Mr. Tucker is survived by his wife, a son, and his mother.

Chapman Named

ROBERT W. CHAPMAN, former chief engineer of the U. S. Recording Co., Washington, has joined the staff of the Robert L. Kaufman Organization in the same city. The Kaufman Organization confines its activities to technical and operational maintenance, construction supervision and business services and does not enter the field of the consulting engineer.

RCA Names Edsall

HOWARD LINN EDSALL, advertising manager of Ajax Metal Co., Philadelphia, has been named advertising and sales promotion manager of the RCA tube and equipment department, with headquarters in Camden.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL

5000 WATTS NIGHT AND DAY 910 KC

WRNL

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Washington, D. C. Kansas City, Mo. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECT RECORDS
GENNETT·SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

BUY WAR BONDS

Today's BEST BUYS
AUDIENCES TESTED FOR DAYTIME BUYERS

A full page of them in the February 5th issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU
CHICAGO • NEW YORK • HOLLYWOOD

Sell the Booming Hard Coal Region!

WAZL
Hazleton, Pa.
NBC Mutual

RADIO ADVERTISERS
Ask the Commercial Manager
of any station in the United States
To Explain to You
the many desirable features of our unique
SELF-PAYING
Radio Advertising Plan

ENABLES you to use a quarter-hour studio program at less cost to you than what you now pay for a brief transcribed announcement.

A cooperative, money-making plan, especially developed by an advertising-minded music publisher, the
LONGACRE MUSIC COMPANY
to help you
Increase the Efficiency of
YOUR RADIO ADVERTISING

'TEN-SHUN!
WHAT OPPORTUNITY AWAITS THE DISCHARGED MARINE?
What will radio offer a man with seven years outstanding success announcing, selling, writing, producing, managing and operating? Are you looking for an ambitious family man with a proven record of local, national and network sales and promotion? The job must pay money to make this man move his home, and must offer a real future to a sincere worker.
BOX 151, BROADCASTING

Listening Increase Indicated for 1945

Pulse of New York Reports High Sets-In-Use Index for '44

LISTENING in 1944 reached an all-time high in the measurement records of The Pulse Inc., New York, the three-year-old radio survey firm reports in the Jan. 15 issue of *The Radio Audience*, monthly newsletter. Sets-in-use index per average quarter-hour for 1944 was 21.2 compared to 20.2 for 1943 and 17.9 for 1942, out of a total of 12 months in the previous year, and out of a total of 12 months in 1944, eight had more listeners than similar months in the previous year, and all had higher audiences than corresponding months in 1942, according to The Pulse. Last fall its coverage was extended from New York, to northern New Jersey and Philadelphia. The prediction is made that the 1944 record will be maintained and may even be surpassed in 1945.

Total listening in December 1944 surpassed total listening in the same month in 1943 by 9.4%, and of December 1942 by 22.8%, the report shows. Seasonal rise in December over the previous month was slightly higher this year than last, it is stated.

Continuing its study of the "wearing quality" of long programs, or the length of time they hold their listeners, The Pulse reports that while shows of more than two quarter-hours tend to lose listeners from the beginning to the end of the performance, most half-hour evening programs keep a stable audience. Of 245 half-hour broadcasts covered in the study, 45% keep the same rating; 29% gained listeners and 26% lost listeners, from the first to the second quarter-hour.

Dramatic broadcasts remain most stable and even gain listeners during the second half of half-hour shows. The second half of quiz shows usually show better ratings than the first quarter-hour. Variety programs on the whole tend to gain listeners rather than to lose them from the first to the second quarter-hour.

Canada Station Group Reviews Postwar Plans

DEVELOPMENT of more live programs, increased emphasis on program production, current attitude of merchants on postwar business plans, sales research and seasonal revenues were among topics discussed at the first annual meeting of the production and sales executives of the Taylor-Pearson-Carson operated stations in eastern and western Canada, held at Calgary Jan. 8-10. The general sessions were held under the chairmanship of Waldo Holden, commercial manager at CKRC Winnipeg. Program and production sessions were led by Stuart MacKay, program manager of CKWX Vancouver, and meetings of sales representatives were held under the chairmanship of R. J. Buss, commercial manager of CKCK Regina.

Conference was welcomed by Harold R. Carson, CFAC Calgary and president of All-Canada Radio Facilities Ltd. Attending were:

Lyman Potts and Bill Guild, CKOC Hamilton; Waldo Holden, Jack Kemp, Orin Botsford, CKRC Winnipeg; Bruce Pirie, Fred Laight, CKRM Regina; R. J. Buss, Ross MacRae, Wilf Collier, CKCK Regina; Bob Giles, CHAB Moose Jaw, Sask.; Gerald Prest, Jack Coalstron, CKBI Prince Albert; Rolfe Barnes, D. Elton, CJCA Edmonton; Bert Cairns, Fred Shaw, Geoff Waddington, Jack Stewart, Bob Charman, CFAC Calgary; Jack Sayres, C. Perry, CJOC Lethbridge; Norman Harrod, CJAT Trail, B. C.; Hume Lethbridge, CKOV Kelowna, B. C. Stuart MacKay, John Hunt, Rip Crotty, Sam Ross, CKWX Vancouver; Les Halberg, Dick Batey, CJVI Victoria.

FM Workshop Slated

A SIX-WEEK educational FM station workshop, sponsored jointly by the U. S. Office of Education, Ohio State U., Ohio State Dept. of Education and Cleveland Public Schools, is scheduled for Columbus and Cleveland June 19-July 27, Dr. I. Keith Tyler, radio education director of Ohio State, announced last week. A fulltime faculty will include six to eight experts in the FM field, with other specialists representing commercial radio, Government and school systems. First five weeks of the course will be at Ohio State U., Columbus, and the remaining week at WBOE Cleveland, FM station operated by the Cleveland Board of Education. Registration fee is expected to be between $15-$25, with attendance limited to 100.

STATION MANAGER WANTED

● Excellent post-war opportunity for competent, reliable station manager who wants to invest in a new station contemplated for expanding southwestern metropolitan market. Prefer southern radio man experienced in network affiliate operation. Ample finances are now available for the construction of this station, but I should like to get a partner capable of taking over the management. If this sounds interesting, please let me hear from you. If you're in the armed forces, don't let it keep you from writing.

Box 141, BROADCASTING

ACCOUNTANT
Operator of eastern radio stations has excellent opening for general accountant and office manager. Opportunity for advancement with expanding organization.
Box 152 Broadcasting

WANTED TO PURCHASE
Studio and transmitter equipment for 250 watt station. Give full details. Will purchase entire equipment or whatever parts are available. Want standard broadcast equipment — nothing outlaw.
Box 145, BROADCASTING

The
ROBERT L. KAUFMAN
Organization
Technical Maintenance Service for Broadcast Stations
Our service will help you if you are short of well-trained men to keep your plant operating efficiently.
Munsey Bldg. District 2292
Washington 4, D. C.

WANTED TO BUY
1000 or 5000 transmitter
Must be FCC approved.
Also, 3 towers and associated equipment.
Box 132, BROADCASTING

The SCHOOL of RADIO TECHNIQUE
(America's Oldest School Devoted Exclusively to Radio Broadcasting
SPRING TERM
FEB. 5
Day & Evening Courses
Taught by Network Professionals, for Beginner & Advanced students, include:
● Announcing ● Station Routine
● Newscasting ● Acting
● Continuity Writing ● Diction
● Commentating ● Voice
Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
VETERANS accepted if qualified under G. I. Bill.
R.K.O. BUILDING RADIO CITY, N
CIRCLE 7-0193

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

writer—Young man with several years experience, capable of writing salable commercial copy. Good paying, permanent position with 1000 watt midwest regional network station. Box 929, BROADCASTING.

erator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

ansmitter operator—Upstate New York regional station. First class license only. Permanent position. Send all qualifications. Box 69, BROADCASTING.

nted for 5000 watt southwestern network station. Two thoroughly experienced, versatile, male continuity writers, capable of top-flight production in both commercial and sustaining shows and spot announcements. Excellent salaries to the right people. No loafers, habitual drinkers or visionaries wanted! Permanent positions. Tell all in first letter: age, experience, salary expected. Enclose late photos. Address Box 92, BROADCASTING.

esman—Wanted by thriving California station. Beautiful location on coast. Family man preferred, one who can fit into small community activities as substantial citizen. Must be good salesman, not high pressure. Excellent guarantee, plus commission. No house accounts. Reply by wire or airmail. Box 112, BROADCASTING.

evision maintenance engineers. Essential industry. Large broadcasting company in New York City. Excellent opportunities. Secure future. Write full details. Box 116, BROADCASTING.

les promotion manager of major New York City independent radio station. Young, aggressive, advertising or promotion man to head-up one-man department, including responsibility for every phase of station promotion, trade advertising (copy and production), sales presentations, direct mail letters and brochures, original research and general program promotion. Previous radio experience not essential but you must be well-grounded in major portion of above and able quickly to grasp entire operation. Write complete details and salary requirements. Box 117, BROADCASTING.

FW, Kearney, Nebr., wants first class engineer, minimum announcing, excellent future. Also, experienced ambitious salesman. Immediate placement, permanent. Send details immediately.

nted—Chief engineer or combination man holding first class license. Good salary, good working conditions, no doomtown, WMJM, Cordele, Georgia.

nted—First class transmitter engineer for station 30 miles from Pittsburgh. Salary $45.00 for 40 hour week. Write or wire collect WISR, Butler, Penna.

GCM, Gulfport, Mississippi, has opening for first, second or third class operator.

nt class radio engineers. One of radio's most modern stations. Good working conditions, pleasant living, standard pay with excellent possibilities advancement. Permanent job for right men. Apply immediately, by wire, letter or in person. Station WBOC, Salisbury, Md.

nted at KPFA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy, handle sport shows and newscasts. Also, one straight announcer who can write copy. State experiences, references. Restricted permit not necessary, but bring additional salary.

PDQ, Jacksonville, with 5000 watts that are doing things, wants an announcer that can keep up with it. Early morning ad lib, news. Let's hear what you can do. Write Gary Allen, Program Director, WPDQ, Jacksonville, Florida.

nouncer—Immediate opening. Permanent position. Pleasant working conditions. Salary $40.00 per week. WAML, Laurel, Mississippi.

experienced transmitter or control room engineers needed immediately. $59.80 per 48 hour week. Wire KFEL, Denver, Colorado.

work station wants announcer to handle evening shift. 40 hour week. No control work. Ideal working conditions and best year around climate in U. S. Give details in first letter as place is now open. Station KGBS, Harlingen, Texas.

Help Wanted (Cont'd)

Excellent positions open for electrical, electronic engineers, first, second, third class radio engineers, production men, junior, senior announcers, station executives, news editors, time salesmen, radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

What's cooking? If you're a gradute home economist, if you have broadcasting experience and can project personality over microphone, if you can do selling job on and off air—"what's cooking" for you at KMBC is job with present (participation in earnings) and future (station operating FM and planning television). You can take over immediately as KMBC's home economist with two nationally promoted (and sponsored) programs, "The Happy Kitchen" and "The Food Scout". Rush full details including experience, education, religion, marital status, age, photograph, voice transcription, etc. to Karl Koerper, managing director, KMBC, Pickwick Hotel, Kansas City.

Salesman—Interested in making $100.00 or more a week with local station in Michigan. Give complete details first letter. Box 142, BROADCASTING.

A new station whose application is now pending before the FCC, will need engineers, announcers, salesmen and program department personnel. If you are now employed or are in the Armed Forces your replies are solicited and will be held in strict confidence. Box 148, BROADCASTING.

Announcer wanted WGL, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years broadcasting (straight or sports) announcing experience essential. Want ambitious man who is interested in a postwar future, AM, FM, and television. Please do not go to the expense of coming to Fort Wayne or telephoning before submitting letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGL, Fort Wayne, Indiana.

Continuity director needed WGL, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years radio writing experience essential. Need a man or woman who is interested in postwar future; AM, FM and television. Please do not go to the expense of coming to Fort Wayne or telephoning before submitting letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGL, Fort Wayne, Indiana.

Position open for experienced announcer-salesman. Prefer western man. Excellent opportunity. State salary, experience, etc. Mutual affiliate. KBND, Bend, Oregon.

Situations Wanted

Station manager or assistant. Change desired for progress. Here's youthful ambition backed by radio knowledge and experience gained climbing the ladder. Stability, ability, draft exempt. Must hold opportunity and permanence. Box 83, BROADCASTING.

Chief engineer—Radio broadcasting, communications. Ten years engineering experience. Specialist audio facilities. References. Box 96, BROADCASTING.

Permanent position wanted. Transmitter engineer fully experienced operation, construction, installation, maintenance 5 kw stations. Available soon. Kindly state salary and work week. Box 98, BROADCASTING.

Announcer-newscaster. Four years experience, proven record, news; ad lib, straight, 24 years old, draft exempt, permanent. Interested in your offer. Box 103, BROADCASTING.

Man available as program director or commercial manager. Honorably discharged. 14 years experience. Doubles as announcer. Box 118, BROADCASTING.

Situations Wanted (Cont'd)

Salesman—Can meet and sell executives. Straight commission. Want radio experience on non-network station in eastern city only. Box 115, BROADCASTING.

All night or early morning man wants position with 5 or 50 kw. Two years experience with early morning shows. Can do news and straight announcing. Honor graduate of accredited college. Interested only in a permanent job where a dependable, hard working man may advance. Box 113, BROADCASTING.

Available now. Engineer, draft deferred, 9 months experience top flight New York City station. First phone. Experienced in maintenance, remotes, recordings and all phases of studio and transmitter work. Can do announcing. Box 120, BROADCASTING.

Draft exempt announcer—Now with kilowatt network affiliate. Desires to join larger network station. Two years experience. Special training. Midwest preferred. Disc and photograph upon request. Box 121, BROADCASTING.

Writer-producer available. Now employed 50 kw network station where I have an excellent record for originating, writing and producing shows that satisfy sponsors and boost ratings. All types of continuity: dramatic, variety, comedy, musical. Good commercials. Qualified to head continuity or program department. Excellent references from present employer. Box 122, BROADCASTING.

Experienced announcer - newscaster, live shows, controls, 33, deferred, college graduate, executive experience. Wants opportunity as combination program director-announcer, assistant station manager or production assistant. Details first letter. Box 123, BROADCASTING.

Announcer-newscaster, five years experience. Capable, reliable. Box 124, BROADCASTING.

Announcer—Girl, but good, young, sober, can write, know Spanish. Prefer southwest, salary insignificant, but necessary. Box 125, BROADCASTING.

Newscaster-announcer. Program production director experience, narrations, special features, M. C. dance bands. University education. NBC training. Available two weeks. Accept $65.00 with excellent opportunities. Age 30, permanently deferred. Send full details. Box 126, BROADCASTING.

14 years experience as announcer, program director, specialty ad lib and actor. Present job radio producer advertising agency. Single, 4F, college graduate, executive ability. Want better connection. Available immediately Box 127, BROADCASTING

Experienced announcer, production - scriptwriter. Interested in station management. 28 years. Recently retired Army officer. Small family. Box 128, BROADCASTING.

Manager or sales manager available. Experience and results are my best qualifications. Draft exempt. Age 30. Best references. Box 130, BROADCASTING.

Army dischargee. Experienced announcer major stations, including 50 kw. Newscaster for regional network. New York transcription experience. Wishes connection at $60 minimum weekly base. Especially interested chief announcer spot with small station. Box 131, BROADCASTING.

Production assistant, college graduate, 34, draft exempt. Presently in radio. 11 years entertainment field experience. Box 133, BROADCASTING.

Experienced announcer-writer. Production background. Single, 4F, college. Seeks better opportunity. Box 134, BROADCASTING.

Announcer—Ex-serviceman available. 9 months experience. Excellent staff, news, commercial man. Reasonable salary. Box 138, BROADCASTING.

Wanted to Buy

Wanted—Modulation and frequency monitors, RCA, Gates or Western Electric console for 250 watt station. Box 68, BROADCASTING.

In market for any broadcast equipment for 1 kw and 250 watt stations. Cash for whatever you have available. Box 91, BROADCASTING.

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modulation monitors, three antenna coupling units, phasing equipment or parts to build such equipment. Will also purchase any available studio equipment. Box 93, BROADCASTING.

Wanted—1 kw transmitter with all available associated equipment. Cash. Furnish full description. Box 94, BROADCASTING.

Wanted to buy—1000 watt broadcasting equipment: transmitter, modulation and frequency monitors, towers, recorders, other studio accessories. Give details. All cash deal. Box 95, BROADCASTING.

Wanted—5 kw transmitter, three 300 foot towers, phasing equipment, and phase monitor. Give specifications and price in reply. Box 108, BROADCASTING.

Wanted to buy—250 watt broadcasting station, now in operation. State location, price and details of sale. Box 114, BROADCASTING.

Wanted—250 watt broadcast equipment, transmitter, audio input and measuring equipment, also tower approximately 180 feet Box 129, BROADCASTING.

Wanted to buy—Your auxiliary 5 kilowatt watt transmitter, also frequency monitor. Box 135, BROADCASTING.

Wanted—Type 44BX RCA microphones, any condition. Send full particulars to Box 136, BROADCASTING.

Wanted to buy—250 watt transmitter, tower, distortion meter, frequency monitor, modulation monitor, frequency deviation meter. Give full details. Box 137, BROADCASTING.

Wanted to buy—2 one-kilowatt transmitters, 1 five-kilowatt transmitter, 2 consoles, modulation monitor, frequency monitor, 100,000 feet of No. 8 or 10 copper wire, microphones, turntables, amplifiers, and any miscellaneous equipment you may have for cash. Box 140, BROADCASTING.

Complete equipment for 250 watt installation, including tower of 150' or more. Cash available immediately. Write giving particulars. Radio Station WLAG, LaGrange, Georgia.

Have you either two 195 foot towers or a frequency monitor or both? Will pay cash upon receipt of wire or letter addressed to Box 147, BROADCASTING.

Wanted to buy—25A Gates frequency control unit or equivalent. Box 150, BROADCASTING.

Wanted to buy—All or part interest in regional station, network or non-network. Will pay cash or make suitable terms. Box 153, BROADCASTING.

For Sale

For sale—New 250 watt broadcast transmitter. Complete with tubes and Bliley oven xtal. FCC approval. No priority needed. Immediate delivery. Contact Mr. Beverly B. Ballard, 858 A St., Yuba City, Calif.

For sale—Complete transmitter equipment for 250 watt station. RCA transmitter converted to broadcasting, never used, and complete with set of tubes, Bliley Oven and crystal; Lehigh 200 ft. self-supporting insulated tower with base terminating equipment and complete lighting equipment; 328 feet of ½ inch lead sheath coaxial cable; 7500 feet of No. 10 copper ground wire; RCA No. 155 cathode ray oscillator. Will sell all for $8,900 cash or consider sale of separate units. Phone Poughkeepsie, N. Y., 6211 J or wire or write Box 889, Poughkeepsie, N. Y.

Miscellaneous

Trade Pennsylvania farm for $3000 stock, small broadcast corp—become station's licensed engineer. Experienced. W. Crooks, Box 94, Kent, Ohio.

Wanted—1000 watt transmitter or 1000 watt amplifier for 310 B Western Electric transmitter. Box 149, BROADCASTING.

Civil Liberties Group Under Fly Urges Legislation Like White-Wheeler Bill

BUTTRESSED by the addition of former FCC Chairman James Lawrence Fly to its membership, the radio committee of the American Civil Liberties Union last week announced its program for new radio legislation which it will support before the new Congress, patterned largely on the White-Wheeler bill, which died with the last session because all sides despaired of working out a compromise.

In general following the FCC viewpoint as reflected in the past by Mr. Fly, now in private law practice in New York, the ACLU committee statement frowned upon any provision in the law which would cover newspaper ownership or the network monopoly regulations. It took no action on a proposal that the sale of stations be conducted solely through the FCC but said further consideration would be given it.

The committee is seeking a conference with the NAB on its proposals. Arrangements have not been completed, however, pending the return to Washington of NAB President J. Harold Ryan, now on a district meeting tour. The NAB Legislative Committee already has drawn up tentative proposals on legislation.

Free Speech

The committee voted for inclusion in any new law of a declaration of policy following the White-Wheeler measure designed to guarantee "that radio broadcasting shall be an effective medium of free speech and contribute its fullest measure to the protection of democratic rights." This declaration provided for fullest discussion of public issues on a sustaining basis, with all sides given equivalent time, and proposed that radio strive to "elevate the tenor of commercial programs."

Opposing embodiment in the law of limitations on newspaper ownership of stations, the committee said it was satisfied with the present regulations leaving the question up to the FCC to judge each case on its merits, and barring the acquisition by a single owner of more than one regular station, one FM station and one television station in a given listening area. It opposed any changes in existing regulations on multiple ownership or provisions to bar completely the sale of time on controversial issues. It proposed that the policy of keeping controversy on sustaining time be adopted as a matter of self-regulation by the broadcasting companies.

The committee also approved existing FCC regulations on political broadcasts, and the identification of sponsors, as well as the chain monopoly regulations, but held they should not be made the subject of legislation. It discarded as unworkable a proposal for identification of news sources.

Thomas R. Carskadon, research director, 20th Century Fund, is chairman of the committee. Other members, in addition to Chairman Fly, are Ruth Brindze, author; Harwood L. Childs, *Public Opinion Quarterly;* J. G. Gude and David Halperin, radio consultants; Ben Herzberg, attorney; Quincy Howe and H. V. Kaltenborn, commentators; Robert J. Landry, CBS director of program writing; Dr. Paul F. Lazarsfeld, Office of Radio Research; Morris S. Novik, director of WNYC New York; Mrs. Harriet Pilpel, attorney; Elmer Rice, playwright; Thomas L. Stix, radio consultant; Norman Thomas, and Carl M. Watson, radio executive.

Video Quiz Show

RUTHRAUFF & RYAN, New York, has taken an option on a video quiz program owned by John Reed King, m.c., for submission to various clients including Lever Bros. as a possible regular series, and starts a trial three-time run Feb. 9 for Rinso in the first half-hour of the agency's Tuesday 9-10 p.m. period on WABD New York.

Selecting names of know video-set owners at random, Mr. King telephones them to pose questions on a visual quiz which they may see on their screen. If owner is at home and looking at the set, he gets a chance to answer the quiz, and if he answers correctly may select a prize from general merchandise displayed on the screen. If home but not looking at the set, he gets a consolation prize. Agency has titled the program after its sign-off cue, *Thanks for Looking.*

General Mills Show

GENERAL MILLS, Minneapolis, (Gold Medal Kitchen Tested Flour, Bisquick, Softasilk) will sponsor Betty Crocker starting Jan. 27, 9-9:15 a.m. (CWT) for 52 weeks through Dancer-Fitzgerald-Sample, Chicago on the following NBC stations: KVOO WKY WFAA WBAP KGNC KTBS KARK KPRC WOAI KRIS KRGV KOB KTSM.

Sweetheart Changes

MANHATTAN Soap Co., New York, in its radio promotion for Sweetheart Soap, has adopted a plan designed to achieve greater flexibility, to allow advertising to keep step with changing sales and distribution. First major step was to drop one of its two network programs, *Scramby Amby* on 177 Blue stations Wed. 10:30-11 p.m. Jan. 17, and to concentrate on the CBS five-times weekly serial *Strange Romance of Evelyn Winters.* Commercial network for the latter program was expanded the first of the year from 28 stations to the full network. Agency is Duane Jones Co., New York.

Yoder to be Reassigned By NBC; Leaving Navy

REVERTING to inactive status Feb. 1, Lt. Comdr Lloyd E. Yoder, USNR, public relations officer of the 12th Naval district, Denver, former general manager of KOA Denver and veteran NBC executive, will report to NBC New York headquarters for reassignment with the network.

Comdr. Yoder

Former All-American football star and captain of the crack 1926 Carnegie Tech team, Comdr. Yoder entered radio at WCAE Pittsburgh while with the *Pittsburgh Press.* Later he joined the NBC San Francisco staff as announcer and subsequently became NBC western division press department manager. In 1937 he was named general manager of KPO-KGO San Francisco and in October 1939 he became general manager of KOA. Comdr. Yoder took a leave in 1942 to enter active Navy duty and had headed the 12th Naval district office in Denver since 1943. For a year he has been selective service liaison and manpower officer in addition to his regular duties. James McPherson succeeded him as manager of KOA. Lt. Vincent Gates, USNR, former Salinas, Cal., newspaperman, takes over the Navy public relations post when Comdr. Yoder leaves.

Drawn for BROADCASTING by Sid Hix

Senate Unanimou In Porter Approv

Craven Vacancy Still Unfille Hyde Leads Possibilities

PROCEEDING without a hi the Senate last Thursday una mously confirmed the nomina of Paul A. Porter as a membe the FCC, following recommen approval by the Senate Inters Commerce Committee the prece Monday.

Mr. Porter, who has been se ing as chairman under recess pointment since Dec. 21, was nam to fill the unexpired term of Ja Lawrence Fly, which runs u June 30, 1949. He will be sworn as a Commission member for second time at an informal o ceremony.

Several Mentioned for Post

Mr. Porter's confirmation s leaves the FCC short one membe the post vacated last June by T. M. Craven. While it had been pected that the nomination wo be made by President Roosevelt that vacancy promptly after new chairman's confirmation, th was no word last week of an i minent appointment.

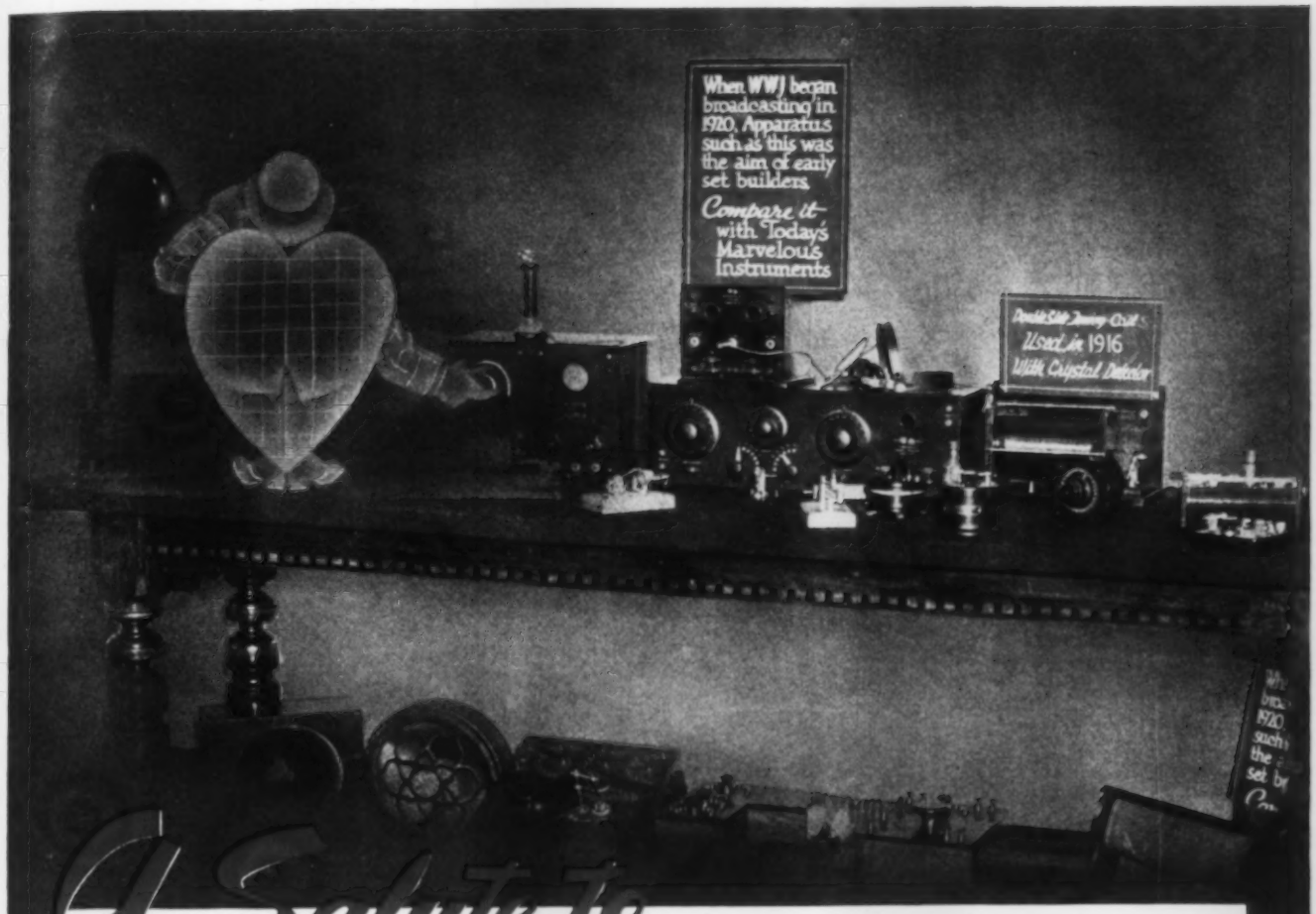
There are a number of candida for the post—both Republican a Democratic—with Rosel H. Hy assistant general counsel in cha of broadcasting, consistently m tioned. Several other Governm officials, not directly engaged radio regulation, also are und stood to have backing for the a signment.

Last Thursday, Mr. Porter a his FCC colleagues and departm heads appeared before the Ho Appropriations Subcommittee Independent Offices to testify support of the FCC budget for 1945-46 fiscal year, which beg next June. President Roosevelt h recommended an appropriation $5,207,000, a reduction of appro mately $1,105,000 under the 1 appropriation [BROADCASTING, J 16].

Despite rumblings of opposit to Mr. Porter on partisan groun the Senate Committee reported nomination favorably last M day after he had testified in exe tive session for about an ho Chairman Wheeler (D-Mont.) ported the nomination the same and the Senate confirmed it at first executive session follow the Committee action last Thu day.

Mr. Porter's nomination was have been considered by the C mittee on Jan. 8 but Sen. Whe postponed action pending com tion of the Democratic members to fill four vacancies.

PRESIDENT Roosevelt's microph genius can offset and even smo local newspaper influence, accor to an article by Walter Davenport the Jan. 19 *Colliers* on "The Presi and the Press".


When WWJ began broadcasting in 1920, Apparatus such as this was the aim of early set builders.
Compare it with Today's Marvelous Instruments
Used in 1916
With Crystal Detector

A Salute to

WWJ, An American Pioneer Broadcaster

With the advent of the twenties, *wireless* resolved itself into what is commonly known today as *broadcasting*. That was twenty-five years ago.

"1920 (Aug. 20)—Station WWJ, Detroit, (Then 8MK; later WBL; WWJ, July 7, 1922), owned by Detroit News and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920."*

That same year of 1920 saw Arthur B. Church, youthful radio enthusiast, coming to Kansas City in June, undertaking the building of a transmitter for another pioneer station—widely known today as KMBC of Kansas City.

It is not surprising that broadcasting in only twenty-five years has become such a vital factor in our way of life. The wide-awake management of WWJ and such other pioneer Detroit broadcasters as WJR (1922); WXYZ (1925); WJLB and WJBK (1926) have through community consciousness and an awareness of responsibility given to broadcasting an enviable position in the everyday life of that automobile manufacturing center of the world.

That like management has built for KMBC a similar position in the *Heart of America* can best be shown by the hearty welcome that the Arthur B. Church station receives, day and night, over the thresholds into the homes of its inhabitants.

**From Broadcasting Magazine's, "Chronology of the Development of Radio and Broadcasting."*

This is one of the first in a series of advertisements *Dedicated by KMBC in Behalf of American Broadcasting to the Home and to the Community.*

KMBC OF KANSAS CITY

Free & Peters, Inc.

Of Course—KMBC-FM—*an extra service at no extra cost*

SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS